

THE INFLUENCE OF ATTITUDE, HALAL
AWARENESS, ISLAMIC BRAND AND PRODUCT
KNOWLEDGE ON PURCHASE INTENTION
TOWARDS IMPORTED HALAL FOOD AMONG
MUSLIM CONSUMERS INMALAYSIA

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BY

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the requirement for the degree of

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DECLARATION

I hereby declare that:

(1) This undergraduate research project is the end result of my 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) The word count of this research report is 12364 words.

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
DV	Dependent Variable
IV	Independent Variable
SPSS v.18	Statistical Package for the Social Science, version 18
JAKIM	JabatanKemajuan Islam Malaysia

PREFACE

Malaysia is a diverse country with multiple race and religion. The largest population in Malaysia is Muslims with 60% of the population. The numbers of Muslims are growing rapidly and it is such a great opportunity for businesses to serve them. The rising population of Muslim initiated the halal marketplace as one of the most lucrative and prominent markets in today's business. Currently, more and more Muslims are being tricked by the fake Halal logo and fraud committed by money motivated manufacturers, especially overseas manufacturers. Even if these manufacturers have no intention of committing fraud, their low understanding of Halal regulations and dietary code can lead them to include Haram food products into Halal food products. This led to Malaysian Muslims having a lower confidence in buying imported Halal food products.

In today's era, Muslims are more aware and particular regarding Halal and Haram matter, especially in Islamic dietary. Consuming Haram food are not allowed in Islam teachings and it is a sin. The purpose of this research is to investigate the influence of attitude, Halal awareness, Islamic Brand and product knowledge on purchase intention towards imported Halal food among Muslim consumers in Malaysia. It is for the manufacturers, especially overseas manufacturers, Muslims consumers and the government to find out the influences that mostly affecting Muslims in Malaysia when buying imported Halal food.

This study is to determine how independent variables (predictors) will affect the dependent variable via mediate variable. Lastly, this study can help developers and marketers to identify which variable is the best predictor that might affect Malaysian Muslims in purchasing imported Halal food. Readers and future research can gain more information and knowledge of the imported Halal food in Malaysia.

ABSTRACT

The primary objective of this research is to determine the factors that affect Malaysian's Muslims purchase intention in buying imported Halal food. This research is to investigate the relationship of attitude, Halal awareness, Islamic Brand product knowledge and behavioral intention towards imported Halal food among Malaysian Muslims. It is also to test the role of attitude as a mediator between Halal awareness, Islamic brand and product knowledge towards purchase intention. The target respondents of this study are Malaysian Muslims.

In addition, 200 sets of online questionnaires were distributed by using convenient sampling and snowball sampling technique. The actual data collected will be analyzed using Statistical Package for Social Science (SPSS) version 18. Then, Internal Reliability Test, Multiple Regression Analysis and mediated variable regression are conducted. In this research, result shows that independent variables which are attitude and Halal awareness have significant positive relationship with purchase intention, while, attitude as a mediator has a positive relationship with Halal awareness and purchase intention. On the other hand, attitude as a mediator between Islamic Brand and product knowledge has a negative relationship.

Lastly, this research provides a clearer overview for academicians, developers and users who currently involved in imported Halal food. Plus, the limitations associated with this research project were identified and implications for further research were recommended.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

These days, there are more people self-identify as a part of one religious' practice, and even those who are not religiously unaffiliated will at least have some religious beliefs or participate in some religious practices. According to Maslow's hierarchy, humans will feel a sense of belonging or longing for something to believe in. Religion plays a major role and to be a central aspect of the human condition that affects the religious practitioners on the way they live their life. One of the largest growing religion is Islam. The believers of Islam are called Muslims. Just by the year 2016 itself, the global Muslims believers was more than 2 billion worldwide. The population spreads over 112 countries and are expected to increase in the number of believers up to 35% in the next 20 years (Muslim, 2017). The numbers of Muslims are growing rapidly and it is such a great opportunity for businesses to serve them. The rising population of Muslim initiated the halal marketplace as one of the most lucrative and prominent markets in today's business.

1.1 Research Background

Malaysia takes pride as a country that is rich with multi races and religion. In Malaysia, Islam is the official religion however, the citizen is given the freedom of following any religion that they want as long as it would not cause any conflicts. As Muslims, the believers need to follow their own religious rules and regulation and eating Halal is one of them. According to Shafie and Othman (2003), “Halal” is a complex term that comprises more than just the ritualized aspects in the production of food, but it also includes all the stages from slaughtering, how the food is stored, the way it is displayed, preparation, hygiene as well as sanitation following the Syariah law. In conjunction with that, Folinas, Manikas and Manos (2006) stated that to ensure the authenticity of Halal food, it must include the proper way of production and the way the elements are handled of the supply chain from “farm to fork”.

Nowadays, Muslims in Malaysia are becoming more conscious on what they eat and how the food is produced. They are more aware and particular ever since producers took the Halal sign or symbol lightly just to make more profit and increasing their market to Muslim consumers. Hence, imported Halal food have a bad reputation towards Malaysian Muslim consumers due to greedy producers who self-claim the food products to be Halal.

Since Islam is growing rapidly the demand for Halal food can be seen as a very profitable opportunity or advantage. According to Kleef et al. (2007), The increase number of Muslims has proportionally increased the demand for food consumption that is acomplies with the requirements of the faith of Islam. Just by two billion of Muslims Halal food consumption worldwide are able to generate income that are valued for US\$547 billion (Yousef, 2012).

1.2 Problem statement

In the ever-growing population of Muslims in Malaysia, so thus the demand for Halal food. The market for Halal food is growing rapidly and businesses are taking advantage of this situation to grab hold of the opportunities based on the increase demand in the Halal market. However, Muslims in Malaysia have become more aware and careful towards Halal food products especially imported Halal products.

Al-Quran is the main source for Muslims law and regulations. Muslims depends on their way of life following the Holy book. This Al-Quran has been adapted with English rendering by Pickthall (1994) with his book The Glorious Quran. In the interpretation its stated that:

O ye who believe! Eat of the good things wherewith We have provided you, and render thanks to Allah, if it is (indeed) He whom ye worship.

Chapter II, Verse 172

He hath forbidden you only carrion, and blood, and swine flesh, and that which hath been immolated to (the name of) any other than Allah...

Chapter II, Verse 173

Forbidden unto you (for food) are carrion and blood and swine flesh, and that which hath been dedicated unto any other than Allah, and the strangled, and the dead through beating, and the dead through falling from a height, and that which hath been killed by (the goring of) horns, and the devoured of wild beasts saving that which ye make lawful (by the death-stroke) and that which hath been immolated unto idols. And (forbidden is it) that ye swear by the divining arrows.

This is an abomination...

Chapter V, Verse 3

*Eat of that over which the name of Allah hath been mentioned, if ye are believers
in His revelations.*

Chapter VI, Verse 118

*And eat not of that whereon Allah's name hath not been mentioned, for lo! It is
abomination. Lo! the devils do inspire their minions to dispute with you. But if ye
obey them, ye will be in truth idolaters.*

Chapter VI, Verse 121

Muslims relies heavily on the Quran for their laws and regulations, and from the Quran interpretation it clearly stated that Muslims are not allowed to consume in any Haram food and not prohibited for them.

The problem ascends when there are cases where Muslims are deceived by money motivated manufacturers who market their products as Halal even though, the food products are not. This is worst when it comes to imported claimed Halal food products. The cases involve such as using fake Halal logo signs and fraud in their marketing strategy. Thanks to JabatanKemajuan Islam Malaysia (JAKIM) these cases are brought to light which leave Malaysian Muslims more aware of the situation. However, it also results in Malaysian Muslims to be wary and become more questionable towards the Halal imported food products. Furthermore, business uses illegal methods of production such as fake beef and lamb, rotten meat products and also halal meat mixed with haram (Liu et al., 2016). Besides that, there has been an increase in food related cases involving sheep robbery, misclassify food products as well as exchanging halal meat (McElwee et al., 2017).

Plus, there are also issues relating to adulteration. As stated by Hargin (1996), adulteration can be defined by adding of undeclared substances to give the final product to appear more valuable than it is. In this case, the businesses may use non-

Halal meat in their products and claims to the customers that the meat is from a Halal source. This is because obtaining Halal meat is more difficult as it has to go through certain process and at times to be more expensive compared to non halal meat. Adulteration also can take in many more forms in order to catch the attention of buyers (Black et al., 2016).

With all the cases and adulteration that happened in the past years causes Muslims in Malaysia to become more aware and careful during their food purchase especially purchasing imported food products. Muslims consumers will rely on Halal Certifications before making a purchase. In situations where there are no Halal logo or symbols, Muslims will refer to the ingredients to determine whether the food product is permitted for them to consume.

In conjunction with that, even though the manufacturers put the ingredients of the products some of them are labeled scientifically. This will make it harder for JAKIM to identify clearly each of the ingredients for the food product. One of the most popular case regarding labeling is Cadbury Chocolate. According to Musa et al. (2016) regarding the Cadbury Chocolate controversy is something for the other manufacturers to take note about. This is because the JAKIM has allegedly found pork DNA in one of the scientifically labeled ingredients. This has caused a lot of Muslims to lose faith in the brand as a Halal brand as well as lower their confidence level to buy from the company.

Clearly there is a need for actions to be taken in order to reduce the suspicion of Malaysian Muslims consumers. This is due to, the purchase decision and intention of Muslims are heavily influenced by their faith and determination. Therefore, this study is important because it focuses on issues that Muslims in Malaysia faced when they are purchasing imported food products as well as addressing their concerns in the matter. Using Malaysia as the main focus, the study hopes to give some guidelines in making sure that the food products produced are obeying the Halal requirements, thus

making Muslims in Malaysia more confident and less wary in buying or consuming imported food products.

1.3 Research Objectives

1.3.1 General Objectives

The objective of this study is to examine the influence of attitude, Halal awareness, Islamic Brand and product knowledge on purchase intention towards imported Halal food among Muslim consumers in Malaysia.

1.3.2 Specific Objectives

1. To examine the influence of attitude on purchase intention towards imported Halal food among Muslim consumers in Malaysia.
2. To examine the influence of Halal awareness on purchase intention towards imported Halal food among Muslim consumers in Malaysia.
3. To examine the influence of Islamic Brand on purchase intention towards imported Halal food among Muslim consumers in Malaysia.
4. To examine the influence of product knowledge on purchase intention towards imported Halal food among Muslim consumers in Malaysia.
5. To examine the mediating effect of attitude on the relationship between Halal awareness and the purchase intention towards imported Halal food among Muslim consumers in Malaysia.

6. To examine the mediating effect of attitude on the relationship between Islamic Brand and the purchase intention towards imported Halal food among Muslim consumers in Malaysia.

7. To examine the mediating effect of attitude on the relationship between product knowledge and the purchase intention towards imported Halal food among Muslim consumers in Malaysia.

1.4 Research Questions

The purpose of this research is to study several factors that affecting purchase intention towards imported Halal food among Muslim consumers in Malaysia. To be more specific, the research questions are thus stated as follows:

1. How does attitude affect purchase intention towards imported Halal food among Muslim consumers in Malaysia?
2. How does Halal awareness affect purchase intention towards imported Halal food among Muslim consumers in Malaysia?
3. How does Islamic Brand affect purchase intention towards imported Halal food among Muslim consumers in Malaysia?
4. How does product knowledge affect purchase intention towards imported Halal food among Muslim consumers in Malaysia?
5. Is there a mediating effect of attitude on the relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia?
6. Is there a mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia?
7. Is there a mediating effect of attitude on the relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia?

1.5 Hypotheses of the study

Hypothesis 1

H0: There is no significant relationship between attitude and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H1: There is a significant relationship between attitude and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Hypothesis 2

H0: There is no significant relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H1: There is a significant relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Hypothesis 3

H0: There is no significant relationship between Islamic brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H1: There is a significant relationship between Islamic brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Hypothesis 4

H0: There is no significant relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H1: There is a significant relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Hypothesis 5

H0: There is a significant mediating effect of attitude on the relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H1: There is no significant mediating effect of attitude on the relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Hypothesis 6

H0: There is a significant mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H1: There is no significant mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Hypothesis 7

H0: There is a significant mediating effect of attitude on the relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H1: There is no significant mediating effect of attitude on the relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

1.6 Significance of the study

In today's era, the Muslim population are getting bigger and growing rapidly. This goes the same for the demand for imported Halal food. Halal food industry is worth up to 1,128 billion USD contributing up to 17% of the global expenditure (Elasrag, 2016). Manufacturers saw this as a huge opportunity for them to penetrate in the Halal market.

In Malaysia 60% of the population are Muslims, these manufacturers are trying to penetrate into the market by exporting their food products into Malaysia. Halal and haram are vital Islamic dietary rules that should be obeyed even by non-Muslims in the halal industry.

However, these manufacturers do not have a clear understanding of the Halal regulations and money motivated manufacturers will even commit fraud and malicious ways in order to appeal towards Malaysian Muslims consumers (Muslim, 2017). Cases such as when halal meats are stockpiled together with non-halal meats explain that they may not really apprehend the implications of these rules.

The importance of this research study is to provide marketers insights on the factors that affect the purchase intention towards imported Halal food among Muslim consumers in Malaysia. This study can help marketers to plan the proper strategies to maximize their profit. Plus, it will also help the marketer to have a clear understanding on the Halal regulations and well as the Halal dietary code.

In conjunction with that, this study will help the government to observe and take necessary actions on all the fraud that has been going on in the imported Halal food sector. Especially the fake Halal logo sign, mixing Halal and Haram meet together, adulteration and mislabeling of ingredients (Liu et al., 2016). It will be beneficial for government to create a guideline that is following the Syariah standards.

Furthermore, this study can assist marketers to take action according to the study's recommendations in order to capture consumer behavior and satisfied their needs and wants. Plus, this study will also educate the Muslims consumers in Malaysia regarding the fraud and prevent them from being deceived by the manufacturers regarding imported Halal food. Lastly, the findings are very important and useful for marketers in decision making as they will then be able to understand and provide what customer's needs in the future.

1.7 Chapters Layout

Chapters	Layout
Chapter 1	Research Background → Research Objective → Problem Statement → Research Questions → Hypotheses of the Study → Significance of the Study → Definition of Terms Chapter Layout → Conclusion
Chapter 2	Review of Literature → Theoretical Framework → Hypotheses Development
Chapter 3	Methodology Research Design → Data Collection Methods → Sampling Design → Research Instrument → Scale Measurement → Pilot Study → Data Processing → Data Analysis → Conclusion
Chapter 4	Descriptive Analysis → Scale Measurement → Inferential Analysis → Conclusion
Chapter 5: Conclusion	Summary of Statistical Analysis → Major Findings and Discussion → Implication of Research → Limitation of Studies → Recommendation → Conclusion

Source: Developed for research.

1.8 Conclusion

In a nutshell, the research topic and the research background has been discussed in this study. The problem statement, objective, hypothesis, research questions, significance of the study have also been stated. With all the research objectives, hypotheses and significance of study stated, readers can have a better understanding on the main idea of the topic. Established journals articles that are related to this study will then be studied in the following chapters. Other relevant information and variables will also be discussed further in other chapters.

CHAPTER 2 LITERATURE REVIEW

2.0 Introduction

This research study is to investigate the influence of attitude, Halal awareness, Islamic Brand and product knowledge on purchase intention towards imported Halal food among Muslim consumers in Malaysia. The research report will refer to the previous study and journal done by researchers. Besides that, secondary data were collected from prior research and to support the study conducted. The chapter will start with an introduction followed by an overview of the industry the topic. After that, there will be a discussion on the dependent variable which is the purchase intention and independent variables which are Halal awareness, Islamic Brand and product knowledge in relating with a mediator which is attitude. After the discussion of dependent and independent variables a proposed theoretical framework that shows the relationship between dependent and independent variables relating with the mediator will be shown. Follow by that will be the hypothesis development and lastly will be presented with a conclusion.

2.1 Review of Literature

Literature review by definition concludes the research from the past methodological studies that can aid in future academic studies and act as a guideline. Literature review, can help in generating a deeper understanding regarding the ideas, concepts, key theories and to understand what are the limitation from the past studies. According to Hart (1998) literature review comes in the importance of acknowledging from what studies had shown in the past and to act as a reference of knowledge to the start of new research or academic studies.

During the course of this study, a collection of literature review will be used in order to determine the relationships between the purchase intentions towards imported halal foods among Muslims in Malaysia.

2.1.1 Background of Industry

Halal for Muslims is a very important topic. Muslim are not only finding quality food but it must be Halal for consumption. As a result, it raises concerns among Muslims regarding imported food from overseas that claim to be Halal or carry the Halal logo. By definition, Halal comes from an Arabic word that means permitted or lawful. Which means that the items that are Halal can be permitted to use. While the opposite of Halal is Haram. Haram by definition is prohibited or are against the law. To Muslims both these terms play a major role in their daily life in determining why they can and can't do. This is because Halal or Haram does not apply on food consumption but variety of interactions in a Muslim's daily life for example food products, food ingredients, clothes, cosmetics, personal health care and much more. If a Muslim can't determine whether a food or its ingredients is Halal or Haram it will fall under Mashbooh. Mashbooh by definition is questionable or doubtful. In situations where a Muslim are in Mashbooh the food or items that they want to use can fall under Haram. So, it is very important for businesses to reduce the doubt in Muslims in order to prevent them to have Mashbooh.

By having a Halal logo or sign on packaging is usually enough to convince Muslims that the product is permitted to be consumed. This is important as Halal certification for food has become an increasing priority for Muslims country and for the import and export business. (Berry D, 2000). A business in the Halal market can be proven to be a profitable opportunity. however, Muslims will always have curiosity regarding the products especially food products. This is because businesses want to grab hold of the Halal market opportunity and attract Muslim customers even though their produce is made in a prohibited way. According to Sadna Saifuddin (2003), Malaysia is working on ways in streamlining the Halal Certification among producers for both imported foods as well as the food products that are produced locally. This is because a consumer perception towards a product or services are influenced by not only intrinsic disposition but also taking into account factors such as cultural values and

norms as well as contextual factors (Overby, Jeffrey, Woodruff, Robert B, Gordial Sarah Fisher, 2005).

Currently under the act Trade Description Act 1972 Jabatan Kemajuan Islam Malaysia (JAKIM) will be in charge as the sole issuer of the Halal logo and Halal Certification. JAKIM will not force or imposed on the Non-Halal manufacturers (Paramjeet Kaur, 2000). According Hamisah Hamid, 2003 JAKIM will standardize the Halal certification and Halal logo so that it not be confusing the consumers. This goes for that Halal food that is produced locally as well as imported food from overseas and exported foods. This is due to the fact that Food Labeling can be a primary means of communication between the sellers and the consumers (Sidiga Washi, 2012). Muslims in Malaysia will be convinced if an imported food that have the Halal logo has passed the criteria of Halal and is permitted to be eaten.

Religion plays a major role in influencing purchase behavior among consumers. A study conducted by Fan, Kim Shyan, Waller, David S., and Erdogan, B. Zafer (2004) stated that religion does influence consumers buying behavior regarding their attitudes and beliefs and the result shows a difference between the different groups of customers. In addition to that, another study done by Xiang Fang and Mowen, John (2003) stated that the importance of logo can greatly influence customers in their buying behavior. The Halal Logo or symbol that is applied on imported food products will greatly increase Muslims confidence in buying the food products.

2.1.2 Purchase Intention

Purchase intention by definition is a decision-making process that states the reasons to purchase a particular brand by a consumer (Shah et al., 2012, Zufara & Fitriya, 2019; Fitriya, Goh & Cheah, 2018; Lau, Fitriya & Ng, 2017; Cham, Ng, Lim & Cheng, 2018; Lim, Cham & Sia, 2018; Goh, Cham & Tay, 2017; Cham, Lim, Aik & Tay, 2016).). According to Ajzen (1985) purchase intention shows in a person's willingness to perform a certain behavior and can be known as immediate antecedent of behaviour. Besides that, Morinez et al. (2007) states that purchase intention refers to when a customer wants to buy a particular product under a certain condition. Furthermore, purchase intention can be used as an indicator of the probability whether a customer will purchase a product or service. In conjunction with that, researchers proposed that human beliefs plays a major role in buying Halal food (Nazahah&Sutina, 2012; Yunus, Rashid,Ariffin, & Rashid, 2014).

Furthermore, purchase intention can be a reliable tool in anticipating customers buying decision or process. According to Ghosh (1990) a key point for anticipating or predicting a customer's process is through their purchase behaviour. However, buying behavior or purchase intention can also be affected by external factors as well as internal factors. According to Gogoi (2013) customers can be influenced by internal or external motivation that can affect their purchase intention. Therefore, based on previous research conducted by a group of researchers Muslims purchase intention is strongly related with their Halal knowledge, Halal quality and their attitude towards the food product (Jamal &Sharifuddin, 2015;Khalek, 2014; Khalek& Ismail, 2015; Mohamed Elias, 2016).

In addition to that, Ajzen (1991) has created the Theory of Planned Behaviour. This theory is relating with the antecedents of attitudes, anticipated behavioral control and subjective norms. Based on this theory, a group of researchers has implemented this

theory to measure Muslims purchase intention when it comes to Halal food (Nazahah&Sutina, 2012, Syed &Nazura, 2011).

2.1.3 Attitude

Attitude can be defined by having a mindset or having a conscience that lead towards a person to act in a particular way (Cham, Low, Lim, Aye & Ling, 2018). According to Allport (1935) attitude is a mental or neural state of readiness of a person's response to a situation or reaction. Plus, attitude relates closely with behavior. Attitude will influence a person's behavior. Attitude consists of a combination of personality, values, behaviors, beliefs and motivations. Whether a person will have a positive attitude or negative attitude towards a situation or object totally depends on him or herself.

In conjunction with that, attitude will help a person to access a situation and how to behave. Mischel (1968) stated that attitude is the core essence of an individual and the different dimensions of personality that act out in a given situation. Eagly & Chaiken, S (1993) stated that, attitude can be expressed by the tendency to evaluate with some degree of favor or disfavor.

In relating to Halal foods, attitude of Muslims can really affect their buying behavior. This is because Muslims will evaluate whether the food products are favorable or unfavorable. A past study conducted by two researchers which are Shah Alam and Mohamed Sayuti (2011) stated that Muslims there is a positive relationship between attitude and Muslim's purchase intention. This means that, if Muslims found that the food product to be favorable and correlates with their beliefs and faith, they will purchase it.

Furthermore, based on another past study by the researcher Khalek (2014), he stated that more younger generations will purchase intention is based on their attitude. Thus, attitude acts as a mediator for the consumers that can be influenced by other variables such as product brand and product knowledge before making their purchase decision.

2.1.4 Halal Awareness

To every Muslim getting information regarding the “Halalness” of a food product is reassuring as well as a boost in their confidence. Muslims will often check their food product thoroughly to ensure that it is permitted for them to consume it. Awareness in buying Halal products in Malaysia is very essential. In Malaysia there are a wide range of Halal foods from locally produced to those that are imported. Muslims in Malaysia can ensure that a food product is Halal based on the Halal Logo that had been certified by JAKIM. JAKIM has stated that there are around 116, 028 products that are certified Halal by JAKIM Halal Development Corporation (2011). From the report it also stated that the demand for Halal food has been increasing yearly, especially for imported food products.

Based on the report it can be a sign and indication that Muslims are more aware of the importance of Halal food that is growing globally worldwide (Che Man &Sazili, 2010). This also proves that Muslim are more aware and concious upon buying their food. Muslims also should educate them self and to have a clear idea of Halal knowledge in measuring Halal awareness. Relating to that, concerns regarding food ingredients and product is crucial to avoid doubtful food consumption (CAP 2006). By having Halal awareness, it could guide for Muslims consumers to have the proper mindset and can assist them during the decision-making process that is aligned with their faith.

Based on previous research, Malaysia is an Islamic country with a high percentage of Muslims. Muslims in Malaysia are multiracial and are aware of Halal food. Measurements that had been prepared by (Golnaz, Zainal, Mad-Nasir & Eddie-Chew, 2009) will be used in aiding this research regarding measuring Muslim’s awareness.

2.1.5Islamic Brand

Halal by itself has a huge impact in customers mind set. This will ensure to Muslims that the food product is clean, and permitted by the law to be eaten. Business can take this to their advantage by using Halal branding as one of their business approach or strategies. Besides that, issues related regarding Halal Brand has been around since the beginning and currently becoming a trending topic. A brand can give consumers perception and a specific feeling towards a product or service (Kotler &Amstrong, 2004).

In general, a brand can communicate thousands of meaning that can affect the consumers both mentally and also physically. According to Kotler and Amstrong (2004) a brand is more than just a symbol and are able to act as a communication tool for the consumers. In conjunction with that, a brand will be able to help the customers to differentiate the brand that consumers want against the other brands (Sungkar, 2007). Plus, branding will reduce the risks of consumers in obtaining the wrong products. According to Richardson, Dick and Jain (1994) stated that the average customers will get confused while differentiating products. This is due to factors such as time constraints during choosing or the lack of product brand that the customers have. According to Aaker, (2005) branding can help and motivate a customer's purchase through factors such as familiarity as well as providing customers with a sense of assurance.

In conjunction with that, Halal Branding can boost the consumers' confidence while making a purchase. This is because Halal labeled food can ensure the "Halalness" of the food products (Golnaz, Zainal, & Mad-Nasir, 2012). Muslims nowadays are more conscious of Halal food especially if there are no Halal Logo or Brand on the packaging. The Halal food demand is growing higher and Malaysia has been importing Halal packaged food products from overseas. This has led many businesses from overseas venturing towards Halal market as the demand is getting higher.

According to Halim & Salleh, (2012) Halal packaged food that is produced by Non-Muslim in Malaysia is considered as Inbound Islamic Brand since Malaysia is known as an Islamic country. However, this increases business who self-claim to be Halal because they want to appeal in the Halal market especially from Non-Muslim from other countries.

2.1.6 Product Knowledge

To have a sufficient product knowledge regarding a food product is very important for every consumer. Consumers nowadays are more curious in terms of the ingredients that are inside their food. The consumers are also more conscious regarding the different percentages that the food products have to offer. For example, fat percentage, sugar levels, types of acids and many more. In situations where there are no Halal logo or sign in the food packaging, Muslims will often rely on the ingredients of a food product in judging the “Halalness” of the product and whether it is permitted for consumption. The purchase intention of customers towards food product rely heavily on individual and also environmental factors such as the information that is marketed and the specific properties of the ingredients (Golnaz, Zainal, & Mad-Nasir, 2012).

Muslims prioritize product information because it is very important for them to follow the Syariah law that had been set upon them. This is because the rules that had been set upon them will heavily affect their purchase intention as well as their food choices. Furthermore, in Islamic practice, there are a lot of factors that need to be taken into consideration. For example, Muslims need to be familiar with the product ingredient to ensure that it is Halal and to prevent the feeling of Mashbooh. According to Wandel (1997) majority of consumers take it very serious in finding out the information regarding the food they are consuming and the consumers will mostly acquire the information based on the product labelling. In conjunction to that, Muslim are familiar with certain ingredients through familiarity they themselves can judge the “Halalness” the ingredients of the food product.

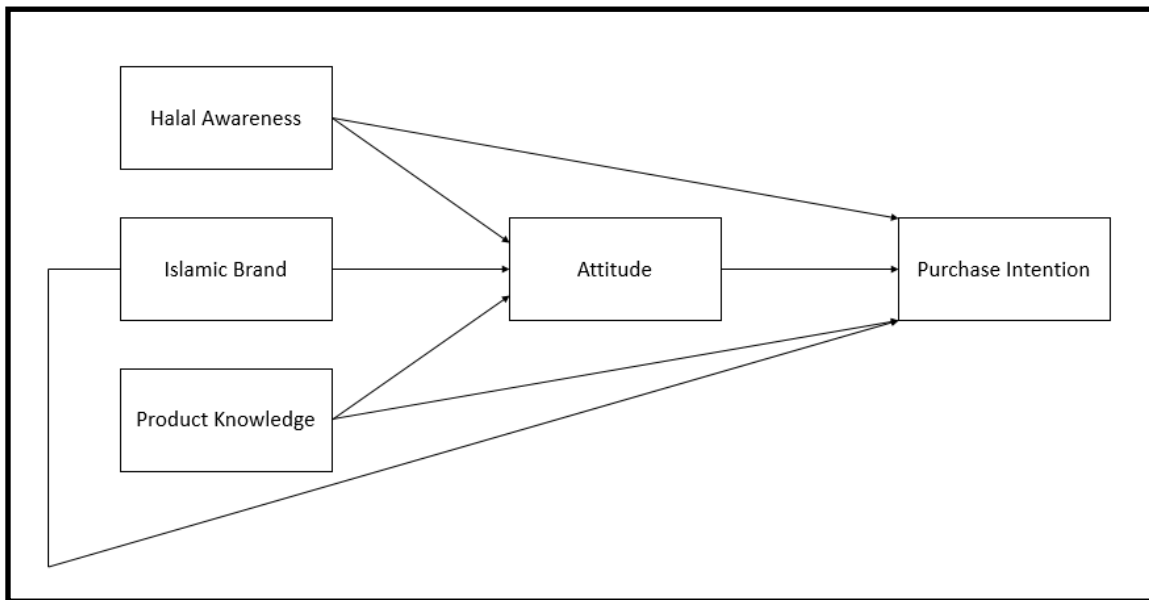
Besides that, having sufficient product knowledge regarding the ingredients will also influence the purchase behavior of consumers. According to Davies & Wright (1994) manufacturer tends to use different terms or different name and terminology in characterize chemical and non-chemical additives. By doing so, Muslims will have a

hard time in determining the “Halalness” of the ingredients because they are not familiar with the ingredients. This is because Halal does not only revolve on animals contain, it also must contain certain criteria from handling, quality, cleanliness and much more (Ardayanti, Nashril& Helmi, 2013).

2.2 Proposed Theoretical Framework

There are a few factors that influencing Muslims in Malaysia towards imported Halal foods. The framework below shows the relationship between attitude, Halal awareness, Islamic Brand, Product knowledge (independent variables) and Malaysian Muslims towards imported Halal food. (dependent variable).

Figure 2.2



Source: Developed for research.

2.3 Hypothesis Development

H1: There is a significant relationship between attitude and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Attitude plays a big role in deciding whether the customers are willing to buy the product. According to Asiegbu et. al (2012) attitude can be defined as a learned predisposition to respond in a favorable way or unfavorable way depending on the given object or situation. In conjunction with that, Pickens (2005) stated that attitude is a mind-set or the tendency for individuals to act in a particular way due to influences upon them.

Customers attitude can be influenced by a variety of factors such as emotional of physical. The study shows that imported Halal foods that have a Halal logo or sign will increase the attitude of Malaysian Muslims to purchase the food product. This because, it raises their confidence in consuming the food product and they do not feel Mashbooh. Hence, there is a positive relationship between attitude and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H2: There is a significant relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Awareness can be defined by the knowledge or understanding that someone has on a particular situation or subject (Randolph, 2003). Halal awareness refers to how aware of Muslims regarding the imported Halal food that is available in Malaysia. The awareness level of a person is totally dependent on the individual himself. According to Nizam (2006), by having awareness it will provide the raw materials to have a subjective idea towards one's experience that is related to something.

Through the study, it shows that majority of Malaysian Muslims are fully aware regarding the variety of Halal imported food that Malaysia have to offer. However, due to some of the Halal imported food products does not have the Halal logo on it, it will be up to the person itself to judge the "Halalness" of the imported Halal food product, In short, there is a positive relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H3: There is a significant relationship between Islamic brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Islamic brand is a trending business opportunity that causes many businesses to gain from the growing popular Halal market. This is because the demand for Halal food is growing rapidly as Muslims are more conscious and concerns regarding their food consumptions. If a business market itself by using Islamic branding, it will portray a message that the product is good in quality, clean and permitted by the Syariah law towards Muslim consumers. According to Aaker (1991), brand can instill loyalty and trust towards the customers. By having a Halal branding it will positively increase the purchase intention of consumers.

From the research it shows that there is a positive relationship between Islamic brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H4: There is a significant relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Nowadays, consumers are actively participating in finding information regarding the food products that they consume. To have a sufficient product knowledge is important because the consumers can self-determine if the food product is suitable for them or not. Muslims will often refer to the ingredients by the label and find out that if the ingredients are permitted for them to consume if there are no Halal logo on the packaging, especially for imported Halal food. Muslims can determine whether the ingredients are permitted or allowed by means of familiarity. According to Burton et al. (2009) one of the highest factors contributing to purchase behavior is to have product knowledge. Product knowledge also can be divided into two measurements which is subjective knowledge and objective knowledge (Rao and Monroe, 1988). By having product knowledge, it will increase the confidence level of consumers in buying imported Halal food products.

To conclude, there is a positive relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

H5: There is a significant mediating effect of attitude on the relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

With the mediating conditions of attitude, it shows that there is a positive effect on the relationship between Halal awareness and purchase intention. Awareness about something is basic human nature, so the consumers in Malaysia will be aware of the imported Halal products (Nizam,2006). According to Patnoad (2005) the best ways of garner consumers awareness especially regarding food is through safety and hygienic condition. This is where the term Halal comes in, by having halal logo or certifications it will ensure the consumers that imported foods are safe and are at the best hygienic control as possible. Patnoad (2005) also emphasis on how the media can play a huge role in bringing awareness of a product. In Malaysia, Halal food and drink are considered a normal topic to be discussed on the media. The media can bring awareness on the imported Halal food towards the public. The consumers will have a positive attitude once that they are aware of the “Halalness” of the imported food products that leads to purchasing them.

H6: There is a significant mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Granted to the mediating conditions of attitude on the relationship between Islamic Brand and purchase intention shows a positive effect. According to Ohanian (1990), credibility greatly affects the buyer's intention to make a purchase. Credibility will give trust to the buyers to purchase items. In this sense, by using Islamic Brand it will give consumers a positive attitude in purchasing from their companies.

H7: There is a significant mediating effect of attitude on the relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Attitude shows a positive effect on the relationship between product knowledge and the purchase intention of Muslims in Malaysia towards imported Halal product. According to Brucks (1985) product knowledge can be defined by the consumer's awareness of specific information regarding a product. Product knowledge will include the consumer's experience with the actual product and how advertisements influence the consumer's decision in buying that product (Rao and Monroe, 1988). By having enough product knowledge on the imported food products it will greatly boost the confidence of Muslims in purchasing it.

2.4 Conclusion

In conclusion, Chapter 2 covered and explain more in detail regarding each of the variables. The independent variables are Halal awareness, Islamic brand and product knowledge while the dependent variable is Malaysian Muslims purchase intention towards imported Halal food products. Both the dependent and independent variable correlated with each other with a mediator which is attitude. In order to increase the reliability of each of the variables, past studies and research are also used. A conceptual framework as well as hypotheses are developed after the examination of the previous studies.

CHAPTER 3 RESEARCH METHODOLOGY

3.0 Introduction

Research Methodology can be a helpful tool that can be used to gather information about a topic. It consists of specific procedures and technique that can be used to aid in identifying, selecting, processing and analyzing information regarding the topics covered. In this chapter, the study will identify how the research methodology is initiated through information collection, statistics, data for conducting the research. This chapter will consist of research design, data collection method, sampling design, data and statistical analysis and research instrument.

3.1 Research Design

In research design, it will be based on the overall strategy or the framework that was chosen by the researcher. It will aid in the research project to ensure that the research is progressing efficiently. In this research Causal Research will be used in order to obtain the information for the study. According to John Dudovskiy (2016) the aim of Causal Research is to analyse situations and generate explanations regarding the pattern between independent variables and dependent variable.

3.2 Data Collection Method

Data Collection Method is a process which involves collecting or gathering relevant information regarding the research project (Douglas, 2015). It is crucial for the study to have the necessary data because by obtaining incorrect data can lead to invalid results that can greatly affect the result of the study. Data Collection can be divided into two categories which are Primary and Secondary Method. For this research, both methods will be used in order to conduct the study.

3.2.1 Primary Data

Primary Data by definition is the data that is obtained by real time or the data that is collected on first hand. Primary data can be obtained from surveys, interviews, observations. In this research, primary data is directly obtained from the target respondents from survey. The advantages of using primary data is the data that had been obtained will have a higher degree of accuracy. The researcher will also be able to control the data according to his or her intention specific for the research purpose. Plus, Primary data can act as a reliable source for the researcher because the data is collected by him or herself.

Upon conducting this research, as the primary data questionnaire will be chosen for gathering information towards the target audiences. Questionnaire is chosen as the method of gathering data because it is capable to reach a vast number of respondents and require a shorter time compared to the other methods. A total of 200 questionnaires distributed to the targeted respondents. The target respondents will be Malaysian Muslims.

3.2.2 Secondary Data

Secondary Data can be defined by information that had been published in literature in the form of newspapers, journals, and books. Besides that, secondary data also can be obtained by past research and studies that had been conducted before. According to Hakim (1982) secondary data can be defined as a deeper study of an existing information that represents conclusions, interpretations or additional knowledge that is different from the presented in the first report. Secondary data will help mostly with an investigation with new research to confirm what is already learned and what is still ambiguous.

Besides that, secondary data is also known to be a flexible approach that can be used in multiple ways. Plus, it can be utilized as an empirical exercise including procedural and evaluative steps similar to gathering information and evaluating primary data (Doolan&Froelicher, 2009). Furthermore, currently the availability of secondary data is increasing and it is important to acknowledge that secondary data is a systematic research method. According to Andrew et al (2012) frameworks are available to act as a guide for researchers to conduct secondary data analysis.

During the course of this research, countless journals, articles and textbooks are utilized. The data have proven to be very beneficial in aiding the research regarding the study.

3.3 Sampling design

3.3.1 Target Population

Target population is defined by a group of people that have information that can be useful for the research. Besides that, target population are selected groups who are beneficial for the research. By selecting a specific group in a population, researchers will be able to obtain precious data that is reachable with the limited time as well as cost effective and convenience (Saunders, Lewis & Thornhill, 2009).

In this research, the target population who will be eligible as respondents are Malaysian Muslims. A total of 200 sets of questionnaires will be distributed to Malaysian Muslims in order to obtain information regarding the topic of the research.

3.3.2 Sampling Frame and Sampling Location

According to Zikmund et al. (2013) sampling frame can be defined as a working population equipped with admissible components that can be used as the sample. However, in this research non-probability method will be used in the study, therefore a sampling frame is not required.

3.3.3 Sampling Technique

Since this research will be using the non-probability method, there are a few sampling techniques that can be utilized. The sampling method consists of four types of sampling which are snowball sampling, quota sampling, judgment sampling and lastly convenience sampling. Besides that, according to Buket B.S (2016) for non-probability sampling starts with getting to know the target audience then create questionnaire to acquire specific information that are filled by the respondents in the sample size.

3.3.4 Sample Size

Sampling size is defined by the number of respondents that are used for this research. In this research a total of 200 respondents will be selected to complete the questionnaires. The sample size of this research will be 200 Malaysian Muslims. The number of respondents selected must be large enough so that it can be used to determine between the sample (Cecilia M. P. & Juliana C.F., 2016).

3.4 Research Instrument

Research instrument is a way for the researchers to gather and collect data from the participants. The data can be gathered by questionnaires, interviews, paper-based test with a set of guidelines for readings and observation (Mosby, 2009).

The self-administrative questionnaires will be used in order to gather data from the participants. According to Zikmund et al., (2010) self-administrative questionnaires involves the use of electronic or paper-based to complete the survey which does not require the presence of the researcher. The reason why online questionnaire was chosen is because it is low cost, quick and easy to reach a large number of respondents.

3.4.1 Questionnaire Design

The questionnaire is divided into two parts which is section A and section B. In section A, the questionnaire will be asking regarding the demographic profile of the respondents. There are 6 questions that the respondents need to answers. The demographic questions ranging from their age, education and much more. In section B, it will consist of the dependent and independent variables. The variables will be measured using the Likert scale method. The respondents are given 5 degree of agreement to express their level of agreement.

3.5 Construct Measurement

Measurement scale is a vital tool of the research where it helps in the statistical procedures of data analysis. For this research, ordinal, nominal and interval will be adopted in designing the questionnaire.

3.5.1 Measurement Scale

Measurement Scale can be defined by the way the variables are classified and categorized. There are four different levels of measurement scale. The four levels consist of nominal, ordinal, interval or ratio.

Nominal scale and ordinal scale will be utilized in conducting this research. Nominal scale is used to label variables that does not have any quantitative value. Nominal scale is description to identify a unique label of an object for example gender. Besides that, nominal scale can be in the form of yes or no label, agree or disagree or even different types of colors (A. Bhat, 2019). In the questionnaire there will be questions asking regarding the demographics of the respondents. Questions regarding demographic is best suited with nominal scale. The respondents will tick the labels that are true to them or the most relevant. The data and frequency of the respondents will be collected and assists the research.

For ordinal scale, it could be defined as the order values of what is relevant, important and significant. However, the differences between each of the values are unknown. According to Neil J. Salkind (2010) ordinal scale is a second level measurement scale in which by the respondents assigns the value of each of the variable by their ranks in a set of data. For example, ordinal scale is used similar to Likert scale. There will be 5 points as an option for the respondents to express how much they agree or disagree on the question.

3.5.2 Origin of Construct

The questionnaires used in this study were adopted from Golnaz et al.(2009) and Ruslan et al.(2018). Table below showed all the questions will be asked in each variable:

The development of Questionnaire

Construct	Adapted items	Source of items
Attitude	<ol style="list-style-type: none"> 1. Imported Halal food is safer compared to local Halal food. 2. Imported Halal food is cleaner compared to local Halal food. 3. Imported Halal food is healthier compared to than local Halal food 4. I have a favorable attitude towards imported Halal food. 	(Golnaz et al., 2009)
Halal Awareness	<ol style="list-style-type: none"> 1. I understand the imported halal labels and certifications on halal food before purchase. 2. I understand about the inputs, processes and impacts of imported halal food before purchase. 3. I would prefer to gain substantial information on imported halal food before purchase. 4. I am aware of imported Halal food in Malaysia. 	(Golnaz et al., 2009)
Islamic Brand	<ol style="list-style-type: none"> 1. I will always look at the halal logo on the packaging before buying any imported food products. 2. JAKIM must take actions on all manufacturers who do not follow the halal standard. 3. The government needs to have strict control over the entry of imported food products in the local market. 4. Education on halal food fraud is important to Muslim consumers by authorities. 	(Ruslan et al., 2018)
Product Knowledge	<ol style="list-style-type: none"> 1. Muslim consumers have the right to report on any fraud halal logo used by manufacturers or producers. 2. Packaging and processing method along the supply chain of food products is also important in determining halal status. 	(Ruslan et al., 2018)

	<p>3. It is very important for consumers to know about ingredients used for imported food products.</p> <p>4. Non-halal food and drink products should be separated from Muslim consumers.</p>	
Purchase Intention	<p>1. I have a high intention to buy imported halal food.</p> <p>2. I buy imported halal food even if they are more expensive than local halal food.</p> <p>3. I buy imported halal food even if they are more expensive than non-halal food.</p> <p>4. I am likely to purchase any imported halal food.</p>	(Golnaz et al., 2009)

Source: Developed for research.

3.6 Pilot Test

Before the distribution of the questionnaire a pilot test will be conducted. For the research a total of 30 set of questionnaires is used. Pilot test will help the researcher to identify possible errors that the questionnaire has. It is also useful to ensure that the respondents are able to understand the questions clearly. By having the results from the pilot test the research will have a clear idea whether the questionnaire is usable or not. It will also provide the researcher the opportunity to fix or modify the questionnaire. For the research the Cronbach's Alpha was used to determine the reliability of the pilot test. According to Malhotra (2007) the variables are reliable when the Cronbach's Alpha value is more than 0.6 for each of the variables.

3.7 Data Processing

According to Malhorta (2007) data must undergo a repetitive data process in order that the data bring value to targeted parties. In order for the raw data to be used in the analysis, the researcher must convert the data into a proper form.

3.7.1 Data checking

Before the questionnaire is available for the public, the researcher must ensure that there is no error to be found. The researcher must conduct pre-test to avoid any possible errors. The researchers must also take note that, the questionnaire provided is understandable for the respondents. If the respondents fail to understand the questionnaire then the data gathered won't be as accurate for the study. Data editing will be the next step after collecting data so that there are no errors or mistakes to be found (Malhotra & Peterson, 2006).

3.7.2 Data Editing

In data editing, the researcher will monitor, correcting and editing any errors of the questionnaire before the data can be presented as information. This process is to improve the quality and the precision of the questionnaire. In order to create value from the data collected, the researcher must edit the raw data and removes any unsatisfactory answers. This is to ensure that the data collected are relevant.

3.7.3 Data Coding

Data coding is when variables are converted into numbers so that the data can be key into software programs such as SPSS (Lewis, Bryman, & Liao, 2004). For example, the location of living of respondents can be assigned as '1' for city and '2' for village. In conjunction with that, the received data provided by the respondents will be converted into numerical form by replacing strongly disagree as 1, disagree as 2, neutral as 3, agree as 4 and strongly agree as 5. By using this method, it will be easier for the respondents to express themselves as well as making it easier for the researcher to understand.

3.7.4 Data Transcribing

For the last step of data processing, the researcher will transcribe all the questionnaires coded data into a software (Malhotra & Peterson, 2006). The software will then run the data and proceed with analyzing the coded data using the SPSS version 18 software.

3.8 Data Analysis

Zikmund et al. (2013) stated that, data analysis involved the process of comprehending the raw data that had been gathered and proceed to transforms the data with logical explanation and interpretation. According to Zikmund (2003) the steps involved consists of interrelated procedure and process in order to transform the data into meaningful information. Therefore, the data collected from the questionnaire will be run through the SPSS version 18 to be transformed into meaningful information.

3.8.1 Descriptive Analysis

Descriptive analysis will enable the researcher to analyse and make a summary based on the large data obtained. According to Saunders, Lewis and Thornhill (2012) descriptive analysis allows researchers to understand the large amount gathered regarding a population or sample. For the study, there are a total of 200 raw data collected from the respondents from the questionnaires. The raw data gathered can be described with the help of descriptive analysis. The frequency distribution, mean, mode, median, standard deviations will be used to make the raw data easier to be understood.

3.8.2 Scale Measurement

Scale measurement will be used to help the researcher to check the validity and reliability of the data collected. Scale measurement is a method of understanding the properties of phenomena by using numbers in a valid and reliable way. If the value of Cronbach's alpha is less than 0.60, the questionnaire has a poor reliability, while if it is more than 0.6, the questionnaires are more reliable (Malhotra, 2007).

3.8.2.1 Reliability Test

Reliability test is a tool to is related to measure the consistency (Heale and Twycross, 2015). In reliability test the internal consistency is used to measure all item on a scale measure one construct. The common test used is Cronbach's alpha. To illustrate more clearly, the rule of thumb for interpreting Cronbach's alpha is tabulated in Table 3.8.2.1

Table 3.8.2.1

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: Tavakol, M., & Dennick, R. (2011). Making sense of Cronbach's alpha. International journal of medical education, 2, 53.

3.8.3 Inferential Analysis

3.8.3.1 Pearson Correlation Coefficient Analysis

According to Sekaran et. al. (2013) Pearson's coefficient correlation analysis will be used to measure the strength, significance and direction between variables. In view of strength and direction, it can be determined by correlation coefficient (r), range from -1.0 to +1.0.

Besides that, the significance test between predictor and dependent variable can be examined by p-value. The criteria are provided if the p-value is less than or equal to 0.01, a particular hypothesis will be accepted and null-hypothesis will be rejected, vice-versa. In detail, the Table 3.4 below shows the rules of thumb about correlation coefficient

Table 3.8.3.1: Rules of Thumb about Correlation Coefficient

Coefficient Range, r-value	Strength of Association
± 0.91 to ± 1.00	Very Strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.00 to ± 0.20	Slight, almost negligible

Source: Hair, Money, Samouel and Page (2007)

3.8.3.2 Multiple Linear Regression Analysis

Multiple linear regression analysis is used as a statistical technique in order to analyse the degree of association where the effect of independent variable with a dependent variable are examined concurrently (Zikmund et al., 2013). The majority parts of the dependent variable are explained by each by each independent variable's coefficient value. It will enable the researcher to clearly understand the factors that influence the dependent variable. The general equation of multiple regression analysis is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n$$

Where, Y = Dependent Variable

α = Constant

β_1 to β_n = Coefficient Associated with the Independent Variables

X1 to Xn = Independent Variables

3.8.3.3 Sobel Test

Table 3.8 illustrates the steps in order for Testing Mediation while using the Sobel Test. Upon testing for mediation effect, the Sobel test will examine whether there is a statistically significant mediation effect. When mediators are included in the regression model, usually they will be diminished (partially mediated) effect of the independent variable towards the dependent variables or it will turn into non-significant (fully mediated) while the effect of mediator will remain significant. Normally, there will be no mediation that would deduce as a result of one or more non-significant relationship derived for Step 1 to 3. However, step 4 will be continued provided if step 1 to 3 are all supported. The equation of Sobel test are as follows:

$$Z\text{-value} = a*b/\text{SQRT}(b^2 *sa^2 + a^2 *sb^2)$$

Where,

Z-value = A statistical distribution, to recognise the significance level

a = Unstandardised coefficients of Beta (path from predictor to mediator)

b = Unstandardised coefficients of Beta (path from mediator to dependent variable)

sa = Unstandardised coefficients of standard error of path a

sb = Unstandardised coefficients of standard error of path b

Table 3.8.3.3 The Steps for Testing Mediation with Sobel Test

Steps	Analysis	Illustrations
Step 1	Conduct a regression analysis with X predicting Y to test for path c solely, $Y = B_0 + B_1X + e$	$X \xrightarrow{c} Y$
Step 2	Conduct a regression analysis with X predicting M to test for path a, $M = B_0 + B_1X + e$	$X \xrightarrow{a} M$
Step 3	Conduct a regression analysis with M predicting Y to test for path b, $Y = B_0 + B_1M + e$	$M \xrightarrow{b} Y$
Step 4	Conduct a multiple regression analysis with X and M predicting Y, $Y = B_0 + B_1X + B_2M + e$	$X \xrightarrow{c} M \xrightarrow{b} Y$

Source: Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of personality and social psychology*, 51(6), 1173.

3.9 Conclusion

This chapter discusses various research methodologies and the process and steps followed by a series of procedures. This chapter mention in detail explaining questionnaire design and the methods involved. Besides that, the discussion regarding the operations in gathering raw data for supporting the evidence review from journals and past studies. Further discussion regarding data analysis statistical analysis and interpretation of the result of the hypothesis in the following chapter.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter begins with descriptive analysis regarding the respondent's demographic variables, independent and dependent variables to examine the mean and standard deviation from the results of 200 questionnaires. Next, full study of reliability test and inferential analysis covering for all correlations between each variable will be conducted followed by a conclusion.

4.1 Descriptive Analysis

4.1.1 Demographic information

There are 6 questions were asked regarding the respondent's gender, age, race, highest education level.

Figure 4.1.1 and table 4.1.1 shows the respondents' gender. In the study, female is 125 (62.5%) more than male which is 75 (37.5%).

Figure 4.1

1. Gender

200 responses

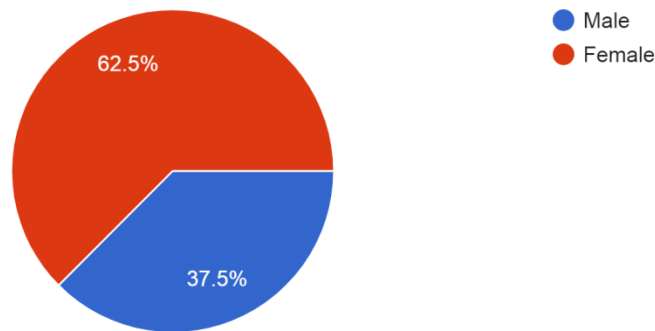


Table 4.1.1

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Female	125	62.5	62.5
	Male	75	37.5	100.0
	Total	200	100.0	

Source: Developed for research.

4.1.1.2 Respondents Age

Figure 4.1.2 and table 4.1.2 shows the data on age of respondents. The highest percentage for age of respondents ranging from 20 years below is at 93 (46.5%). The second highest frequency of respondents age range is around 21 years to 30 years old at 90 (45%). The third highest age range is around 41 years and above is at 11 (5.5%). While the lowest age range of respondents is around 31 years old to 41 years old is at 6 (3%).

Figure 4.1.2

2. Please state your age

200 responses

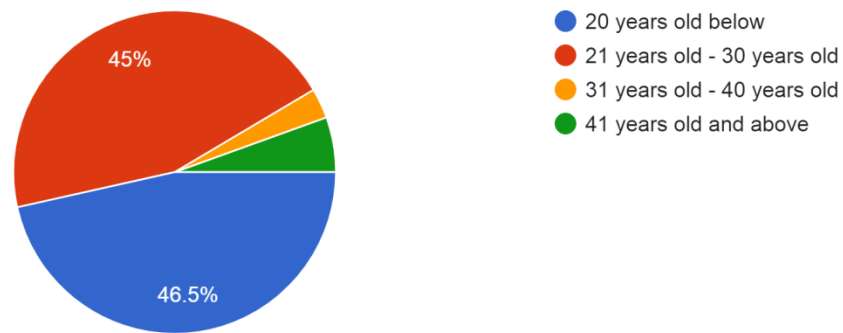


Table 4.1.2

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	20 years old below	93	46.5	46.5
	21 years old – 30 years old	90	45.0	91.5
	31 years old – 40 years old	6	3.0	94.5
	41 years old and above	11	5.5	100.00
	Total	200	100.0	

Source: Developed for research.

4.1.1.3 Marital Status

Figure 4.1.3 and table 4.1.3 shows data on the respondent's marital status. From the data, the respondents are mostly single at 182 frequency with the highest percentage (91%). The second highest data from the respondents at 17 (8.5%) is married and only 1 respondent has divorced or separated from their partner at (0.5%).

Figure 4.1.3

3. Marital status

200 responses

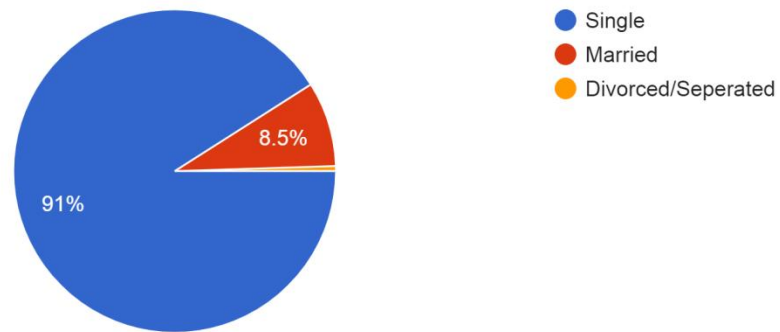


Table 4.1.3

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Single	182	91.0	91.0
	Married	17	8.5	99.5
	Divorced/Separated	1	0.5	100.0
	Total	200	100.0	

Source: Developed for research.

4.1.1.4 Ethnic Group

Figure 4.1.4 and table 4.1.4 shows the data on race and ethnicity of the respondents. Out of all the respondents which is 200 majority of the ethnic group is from Malay which is at 191 (95.5%). The second highest race is from others which is at respondents with 8 (4%). There are 1 Chinese respondents with (0.5%) and 0 representative from Indian.

Figure 4.1.4

4. Ethnic group

200 responses

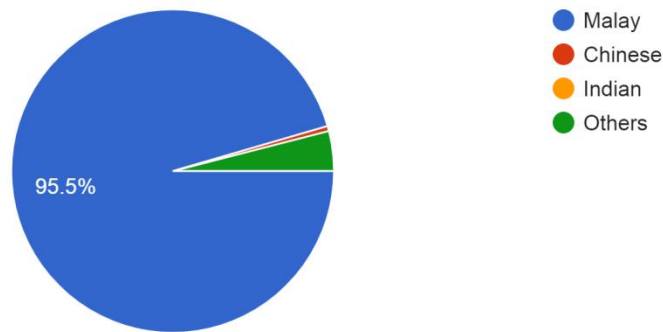


Table 4.1.4

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Malay	191	95.5	95.5
	Chinese	1	0.5	96
	Indian	0	0.0	96
	Others	8	4.0	100.0
	Total	200	100.0	

Source: Developed for research.

4.1.1.5 Academic Qualification

Figure 4.1.5 and table 4.1.5 shows the data on the academic qualification of the respondents. Out of the total 200 respondent’s majority of them are undergraduate students with 108 (54%). The second highest respondents’ education is from students who are taking their SPM with 41 (20.5%). The third highest academic qualification is from STPM with 19 (9.5%) respondents and the rest falls under others with frequency of 15 at (7.5%).

Figure 4.1.5

5. Academic Qualification

200 responses

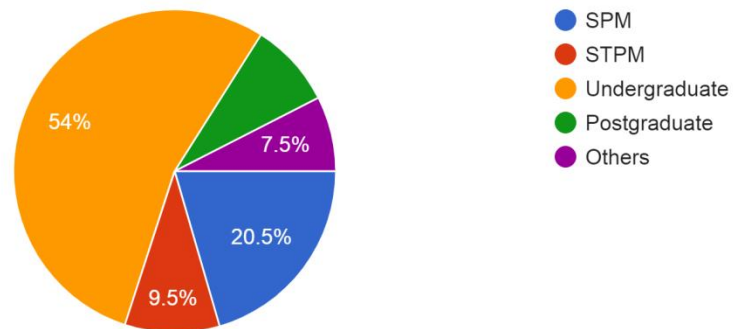


Table 4.1.5

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	SPM	41	20.5	20.5
	STPM	19	9.5	30.0
	Undergraduate	108	54.0	84.0
	Postgraduate	17	8.5	92.5
	Others	15	7.5	100.0
	Total	200	100	

Source: Developed for research.

4.1.1.6 Employment Status

Figure 4.1.6 and table 4.1.6 shows the data on the employment status of the respondents. From the data the majority of the respondents are unemployed at 171 (85.5%) while the frequency of employed respondents is at 29 (14.5%).

Figure 4.1.6

6. Employment status

200 responses

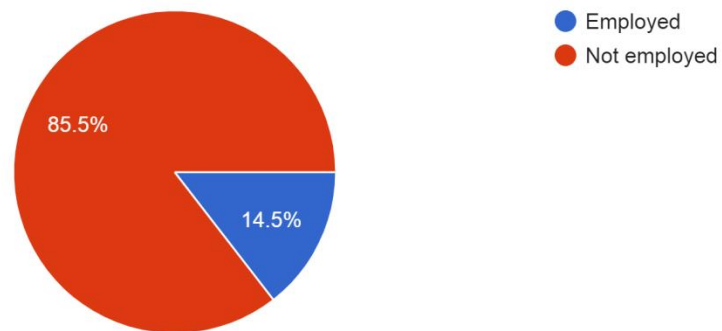


Table 4.1.6

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Not Employed	171	85.5	85.5
	Employed	29	14.5	100.0
	Total	200	100.0	

Source: Developed for research.

4.1.1.7 Central Tendencies Measurement of Constructs.

Table 4.1.7

Descriptive Statistics				
	N	Sum	Mean	Std. Deviation
Attitude	200	631.00	3.1550	.96859
HalalAwareness	200	825.75	4.1288	.64630
IslamicBrand	200	938.75	4.6938	.43945
ProductKnowledge	200	940.75	4.7038	.45188
PurchaseIntention	200	689.00	3.4450	.89248
Valid N (listwise)	200			

Source: Developed for research.

The table 4.1.7 clearly shows the mean of product knowledge is the highest which is 4.7038 than others predictors. This explained that most of the respondents agreed of this construct. Followed by the mean of perceived Islamic brand of use 4.6938, and Halal awareness 4.1288, while attitude is the least mean, which is 3.1550.

4.2 Scale Measurements

4.2.1 Reliability Tests

Table 4.2.1

Variables	Cronbach's Alpha	N of Items	Strength of Association
Attitude	0.921	4	Very Good
Halal Awareness	0.778	4	Good
Islamic Brand	0.753	4	Good
Product Knowledge	0.772	4	Good

Source: Develop for research

According to Malholtra (2006) the Cronbach Alpha is used to measure the interrelatedness between the variables. The value that is ranging between 0.6 and 0.7 has a moderate level or reliability. The value that is ranging between 0.7 and 0.8 has a good level of reliability. Lastly, the value ranging between 0.8 to 1.0 has a very good level of reliability.

4.3 Inferential Analysis

4.3.1 Multiple Regression Analysis

Table 4.3.1(a) Model Summary

Model	R	R Square	Adjusted R S	Std Error of the Estimate
1	.679 ^a	.462	.451	.66150

Source: Developed for research.

Based on the table 4.3.1(a) the adjusted R Square is 45.1%. This means that only 45.1% of the dependent variable can be explained by the independent variables. The independent variables consist of attitude, Halal awareness, Islamic Brand and products knowledge. The remaining 54.9% cannot be explained in the current research. This indicates that there are other variables that can explain the purchase intention of Muslim consumers in Malaysia towards imported Halal food.

Table 4.3.1(b) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.178	4	18.294	41.808	.000 ^a
	Residual	85.328	195	.438		
	Total	158.506	199			

a. Predictors: (Constant), ProductKnowledge, Attitude, HalalAwareness, IslamicBrand

b. Dependent Variable: PurchaseIntention

Source: Developed for research.

Based on the table 4.3.1(b) P value is at 0.000. This indicated that there is significance between the variables.

4.3.2 Pearson Correlation Coefficient Analysis

Table 4.3.2 Pearson Correlation

		Correlations				
		Attitude	Halal Awareness	IslamicBrand	Product Knowledge	Purchase Intention
Attitude	Pearson Correlation	1	.349**	.028	-.017	.604**
	Sig. (2-tailed)		.000	.694	.816	.000
	N	200	200	200	200	200
HalalAwareness	Pearson Correlation	.349**	1	.274**	.239**	.490**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	200	200	200	200	200
IslamicBrand	Pearson Correlation	.028	.274**	1	.570**	.078
	Sig. (2-tailed)	.694	.000		.000	.272
	N	200	200	200	200	200
ProductKnowledge	Pearson Correlation	-.017	.239**	.570**	1	-.015
	Sig. (2-tailed)	.816	.001	.000		.831
	N	200	200	200	200	200
PurchaseIntention	Pearson Correlation	.604**	.490**	.078	-.015	1
	Sig. (2-tailed)	.000	.000	.272	.831	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Developed for research.

According to the table 4.3.2, the Pearson's correlation analysis confirms that attitude obtains positives values (P-value : 0.000) . This indicated that there is a significant relationship between the independent variable and the dependent variable. Thus, the hypothesis is accepted. Halal awareness also shows significance between the independent variables and dependent variables with the P-value being lower the 0.005. As for Islamic Brand and product knowledge, both independent variables shows no significance variables. Thus, the hypothesis for both variable is not supported.

4.3.3 Meditation Test

Table 4.3.3 Sobel Test

Model	Inputs			Outputs			
	a	b	S _a	S _b	Test Statistic	Std. Error	P-Value
1	0.523	0.454	0.100	0.052	4.487	0.053	0.000
2	0.062	0.555	0.157	0.052	0.395	0.087	0.693
3	-0.035	0.556	0.152	0.052	-0.230	0.085	0.818

Source: Developed for research.

According to Table 4.3.3 the results shows the Sobel's test of the mediating relationship of model 1, 2, and 3 which is Halal awareness, Islamic Brand and product knowledge. For model 1, the P-value shows a positive value which is at 0.00. This implied that there is a mediating effect between model 1 and the dependent variable. However, for model 2 and 3 shows the P-value shows a negative value. This means that there is no significance mediating effects between the variables. The results are further supported by Arorian test and Goodman test.

4.4 Conclusion

In conclusion, this chapter is regarding the purpose of data analysis. This chapter presents the patterns of the results and analyses the results that is used for the purpose of the study. The following chapter will further discuss about the discussion, conclusion and implications.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Chapter 5 is an overall conclusion of the study as a whole. It will summarize the results then discussed the relationship between the independent variables, mediator variables and dependent variables. This chapter will start with discussions of the major findings followed by the implications of the study. After that, the discussion will continue with limitations, recommendations and ended with a conclusion.

5.1 Discussion of Major Finding

Table 5.1: Discussion of Major Findings

	Hypothesis	Significant level (P-Value)	Results
H1	There is a significant relationship between attitude and purchase intention towards imported Halal food among Muslim consumers in Malaysia.	0.00	Supported
H2	There is a significant relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.	0.00	Supported
H3	There is a significant relationship between Islamic brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.	0.272	Not Supported
H4	There is a significant relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.	0.831	Not Supported

H5	There is a significant mediating effect of attitude on the relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.	0.00	Supported
H6	There is a significant mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.	0.693	Not Supported
H7	There is a mediating effect of attitude on the relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.	0.818	Not Supported

5.1.1 Attitude

H1 :There is a significant relationship between attitude and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Based on the multiple regression analysis, the result indicates that there is a positive significant relationship between attitude and purchase intention towards imported Halal food among Muslim consumers in Malaysia. This is because the P-value between them is 0.000 which is less than 0.005. Hence, H1 is accepted. In other words, according to Ajzen and M. Fishbein (1980) attitude is very subjective and is determined through an assessment process of one's belief about the consequences that can be resulted from the behaviour. This means that Muslims will develop their own attitude towards imported Halal food that will influence their purchase behaviour.

5.1.2 Halal Awareness

H2 :There is a significant relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Based on the multiple regression analysis, the result indicates that there is a positive significant relationship between Halal awareness and purchase intention towards imported halal food among Muslims consumers in Malaysia. This is because the P-value between them is 0.000 which is less than 0.005. Hence, H2 is accepted. This means that Muslims are aware of the availability of imported Halal food in Malaysia. The Halal Development Corporation (2011) has stated that there are over 116, 028 products that have obtained Halal certification from JAKIM. This statistic is mix between locally produced Halal food and also imported Halal food. With the huge sums of Halal food products available, it is safe to assume and can be supported by the

research stating that Muslims in Malaysia are aware of Halal food in the country.

5.1.3 Islamic Brand

H3 :There is a significant relationship between Islamic brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Based on the multiple regression analysis, the result indicates that there is a negative significant relationship between Islamic Brand and the purchase intention towards imported Halal food among Muslim consumers in Malaysia. This is because the P-value between them is 0.272 which is more than 0.005. Hence, H3 is rejected. According to Sungkar (2007) brands has influenced consumers and hold thousands of meanings either physically or emotionally associated for each individual. Even though, there are Halal imported brands in Malaysia the Muslims consumers are affected by food trends that are not from Islamic country that influence them purchase those imported food just to follow the current trend. This is due to the aggressive and clever marketing strategy by non-Islamic brand in order to capture the interest of Muslims consumers.

5.1.4 Product Knowledge

H4 :There is a significant relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Based on the multiple regression analysis, the result indicates that there is a negative significant relationship between product knowledge and the purchase intention towards imported Halal food among Muslim consumers in Malaysia. This is because the P-value between them is 0.831 which is more than 0.005. Hence, H4 is rejected. According to Golnaz, Zainal, & Mad-Nasir (2102) Muslims consumers will be very particular of the ingredients stated in the food packaging. Muslims will ensure that each of the ingredients in the products are all permitted for them to consume. However, if the product is clearly Halal and there is a Halal logo and is trusted by the individual Muslim, they would not bother to check the ingredients of the food products. They are confident that the imported food products are checked thoroughly to be eligible for the Halal logo.

5.1.5 Attitude and Halal awareness

H5: There is a significant mediating effect of attitude on the relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Based on the Sobel test, the result indicates that there is a mediating effect of attitude on the relationship between Halal awareness and purchase intention towards imported Halal food among Muslim consumers in Malaysia. This is because the P-value between them is 0.000 which is more than 0.005. Hence, H5 is accepted. According to Golnaz et al. (2010) Halal awareness is one an important role in determining the consumers intention to choose. If a consumer is aware that there are imported Halal food available their attitude won't be affecting their purchase intention.

5.1.6 Attitude and Islamic Brand

H6 :There is a significant mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Based on the Sobel test, the result indicates that there is a negative mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia. This is because the P-value between them is 0.693 which is more than 0.005. Hence, H6 is rejected. According Paul Temporal (2011), the term Islamic brand seeks to address the needs of Muslim market. However, Muslims in Malaysia currently likes to follow food trends from overseas. They are willing to try those imported food even though there are no Halal logo sign or from a non-Muslim country in order to follow the trends.

5.1.7 Attitude and product knowledge

H7 :There is a mediating effect of attitude on the relationship between product knowledge and purchase intention towards imported Halal food among Muslim consumers in Malaysia.

Based on the sobel test, the result indicates that there is a negative mediating effect of attitude on the relationship between Islamic Brand and purchase intention towards imported Halal food among Muslim consumers in Malaysia. This is because the P-value between them is 0.818 which is more than 0.005. Hence, H7 is rejected. According Wandel (1997) consumers are very particular in knowing the product ingredients through labelling. However, if there is a clear Halal logo and the Muslim consumers are fully aware that the imported food is Halal they will not even bother to check the labeling of the food products.

5.2 Implications of the Study

Nowadays there are an increasing number of Muslims that had lost their confidence in buying Halal food especially imported Halal food. This study will help the Muslim consumers in Malaysia to be more educated regarding Halal issues and the fraud that has been going on. This research also will allow them to understand clearly that some manufacturers want to take advantage of the Muslim market and will even use malicious ways in penetrating the Halal market. In conjunction with that, it will also inform Muslim consumers that some manufacturers understandings towards Halal regulation are very low that will result in them selling non halal food to Muslim consumers.

Besides that, this study will also help the government in developing policies that the manufacturer needs to follow. This is because in Malaysia their Halal standards are average. The government won't go through a thorough process in checking every ingredient that is provided by the manufacturers. Especially those ingredients like gelatin that may contain animal products Even though it does not contain pork but even animals that are not slaughtered in Halal way will be considered Haram. This study will help the government to monitor these cases and following the Syariah way.

5.3 Limitation of the Study

Upon doing the study there are multiple limitations that affect the research results. The first limitation is the target respondents of the research is only exclusive for Malaysians. Muslims are not only available in Malaysia but the whole world. Muslims worldwide are struggling with Halal and Haram issues every day and this research fail to understand those Muslims who are from overseas especially in non-Muslim countries. The second limitation is insufficient of resources. There are not many past studies have been done regarding imported Halal food and it has proven for the researcher to support the study.

For the third limitation is regarding the place that the primary data is collected. Even though it is targeted for the whole Malaysian Muslims but the data collection is mostly done in Sg Long area Kuala Lumpur. This may provide biased answers in the final results of the study. In conjunction with that, the last limitation the only primary data collection method is through online questionnaire. This will prevent the prevent researcher from getting a more detailed answer from the respondents in the form of an interview.

5.4 Recommendations for Future Research

The limitation that the current study has can be improved by multiple factors. The first suggestion is to open the target respondents for the Muslims all around the world. This is because Muslims in different countries are facing the same problems regarding Halal and Haram matter. It will be great to get their feedback of their situation especially Muslims that are living in Non- Muslim country. The second recommendation is to broaden up the conceptual framework and add in more variables inside. This study is only able to explain the dependent variable to some degree, there are many other variables that can affect the dependent variable such education or level of Halal logo trust.

Besides that, for the third recommendation is to add in gender as the mediator. This is to study which gender are more particular regarding the Halal and Haram matter. The last recommendation is to do a comparison study to compare the results of the study. The reason is to compare and contrast scholar's interpretation on the similar study topic.

5.5 Conclusion

In a nutshell, this study is to have a clearer perspective on Malaysian's Muslim purchase intention regarding imported Halal food that is affected by their attitude, Halal awareness, Islamic Brand, and product knowledge. The objective to examine the relationship between the dependent variables, independent variables and mediating variables have been fulfilled.

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Appendices

Appendix A: Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
BACHELOR OF INTERNATIONAL BUSINESS (HONS)**

A study on the influence of attitude, Halal awareness, Islamic Brand and product knowledge on purchase intention towards imported Halal food among consumers in Malaysia.

Dear respondents,

I am an undergraduate student from Universiti Tunku Abdul Rahman (UTAR), Faculty of Accountancy and Management (FAM) pursuing Bachelor of International Business (Hons). The title of my Research Project is "The influence of attitude, Halal awareness, Islamic Brand and product knowledge on purchase intention towards imported Halal food among consumers in Malaysia". The objective of this survey is to get feedback from consumers in regards to purchase behavior towards imported Halal food among consumers in Malaysia.

This survey consists of TWO (2) section and it may take approximately 10 minutes to complete. Please be informed that all information collected is solely for report writing. I appreciate if you could complete every part of this questionnaire as your response will be very useful. Under Personal Data Protection Act (PDPA) 2010, I assure you that all information collected will be kept confidential.

Section A: Demographic Profile

In this section, I would like to know some basic background information about you.

Please select the appropriate answer.

1. Gender

Female

2. Please state your age

rs old below

rs old - 30 years old

rs old - 40 years old

rs old and above

3. Marital status

Single

Married

ced/Separated

4. Ethnic group

Chinese

Indian

Others

5. Academic Qualification

SPM

STPM

Undergraduate

Postgraduate

Others

6. Employment status

Employed

Not employed

Section B: Factors affecting purchase intention of Malaysians towards imported Halal food products.

In this part, there are four factors affecting purchase intention of Malaysians towards imported Halal food products. The factors include attitude, Halal awareness, Islamic brand and product knowledge.

Please SELECT the appropriate number that best reflects your degree of agreement.

On the scale of 1 to 5

(1) =Strongly Disagree;

(2) = Disagree;

(3) = Neither Disagree or Agree;

(4) = Agree;

(5) = Strongly Agree

1.Attitude

No.		SD	D	N	A	SA
1	Imported Halal food is safer compared to local Halal food.					
2	Imported Halal food is cleaner compared to local Halal food.					
3	Imported Halal food is healthier compared to than local Halal food					
4	I have a favorable attitude towards imported Halal food					

2. Halal Awareness

No.		SD	D	N	A	SA
1	I understand the imported halal labels and certifications on halal food before purchase.					
2	I understand about the inputs, processes and impacts of imported halal food before purchase.					
3	I would prefer to gain substantial information on imported halal food before purchase.					
4	I am aware of imported Halal food in Malaysia.					

3. Islamic Brand

No.		SD	D	N	A	SA
1	I will always look at the halal logo on the packaging before buying any imported food products.					
2	JAKIM must take actions on all manufacturers who do not follow the halal standard					
3	The government needs to have strict control over the entry of imported food products in the local market.					
4	Education on halal food fraud is important to Muslim consumers by authorities.					

4. Product Knowledge

No.		SD	D	N	A	SA
1	Muslim consumers have the right to report on any fraud halal logo used by manufacturers or producers.					
2	Packaging and processing method along the supply chain of food products is also important in determining halal status.					
3	It is very important for consumers to know about ingredients used for imported food products.					
4	Non-halal food and drink products should be separated from Muslim consumers.					

5. Purchase Intention

No.		SD	D	N	A	SA
1	I have a high intention to buy imported halal food.					
2	I buy imported halal food even if they are more expensive than local halal food.					
3	I am likely to purchase any imported halal food.					

Appendix B: SPSS Output

Figure 4.1.1

1. Gender

200 responses

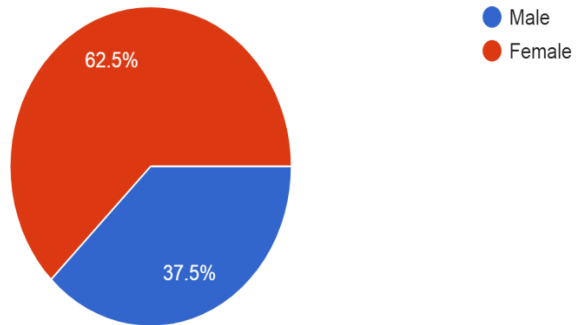


Table 4.1.1

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Female	125	62.5	62.5
	Male	75	37.5	100.0
	Total	200	100.0	

Figure 4.1.2

2. Please state your age

200 responses

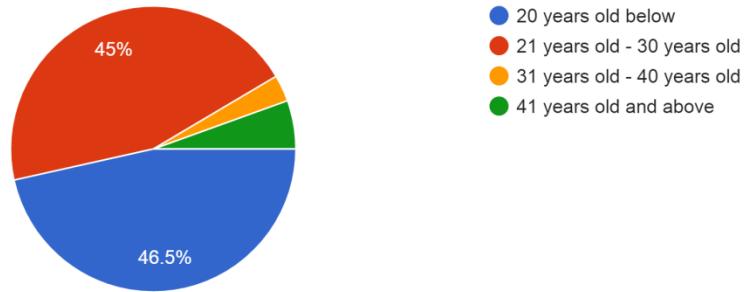


Table 4.1.2

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	20 years old below	93	46.5	46.5
	21 years old – 30 years old	90	45	91.5
	31 years old – 40 years old	6	3	94.5
	41 years old and above	11	5.5	100.00
	Total	200	100.0	

Figure 4.1.3

3. Marital status

200 responses

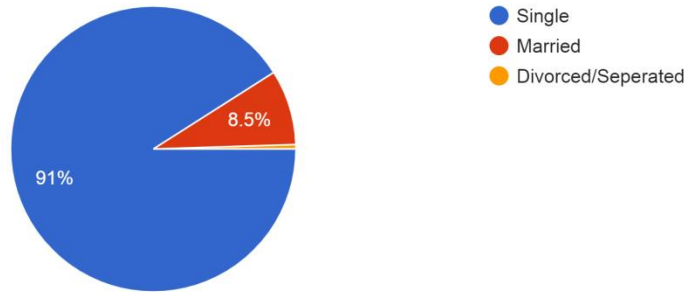


Table 4.1.3

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Single	182	91.0	91.0
	Married	17	8.5	99.5
	Divorced/Seperated	1	0.5	100.0
	Total	200	100.0	

Figure 4.1.4

4. Ethnic group

200 responses

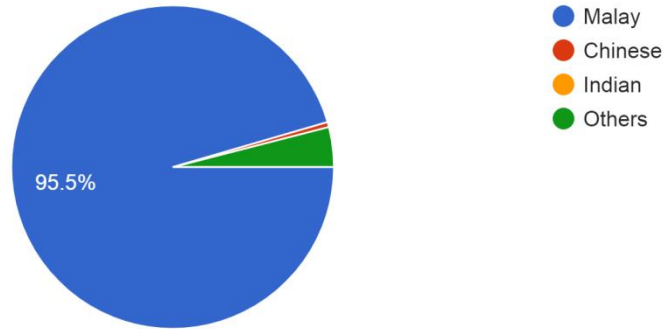


Table 4.1.4

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Malay	191	95.5	95.5
	Chinese	1	0.5	96
	Indian	0	0.0	96
	Others	8	4.0	100.0
	Total	200	100.0	

Figure 4.1.5

5. Academic Qualification

200 responses

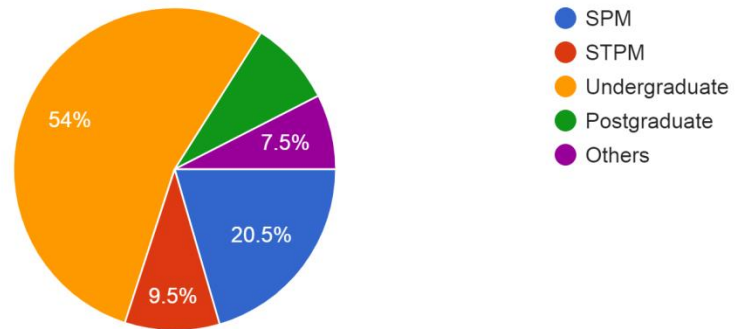


Table 4.1.5

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	SPM	41	20.5	20.5
	STPM	19	9.5	30.0
	Undergraduate	108	54.0	84.0
	Postgraduate	17	8.5	92.5
	Others	15	7.5	100.0
	Total	200	100	

Figure 4.1.6

6. Employment status

200 responses

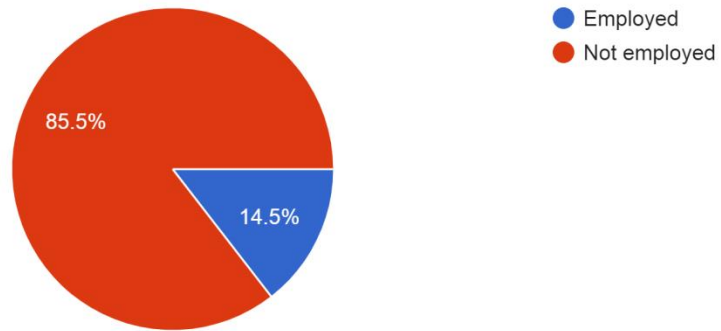


Table 4.1.6

		Frequency	Percentage (%)	Cumulative Percentage (%)
Valid	Not Employed	171	85.5	85.5
	Employed	29	14.5	100.0
	Total	200	100.0	

Table 4.1.7

Descriptive Statistics

	N	Sum	Mean	Std. Deviation
Attitude	200	631.00	3.1550	.96859
HalalAwareness	200	825.75	4.1288	.64630
IslamicBrand	200	938.75	4.6938	.43945
ProductKnowledge	200	940.75	4.7038	.45188
PurchaseIntention	200	689.00	3.4450	.89248
Valid N (listwise)	200			

Table 4.2.1

Variables	Cronbach's Alpha	N of Items	Strength of Association
Attitude	0.921	4	Very Good
Halal Awareness	0.778	4	Good
Islamic Brand	0.753	4	Good
Product Knowledge	0.772	4	Good

Table 4.3.1(a) Model Summary

Model	R	R Square	Adjusted R S	Std Error of the Estimate
1	.679 ^a	.462	.451	.66150

Table 4.3.1(b) ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	73.178	4	18.294	41.808	.000 ^a
	Residual	85.328	195	.438		
	Total	158.506	199			

a. Predictors: (Constant), ProductKnowledge, Attitude, HalalAwareness, IslamicBrand

b. Dependent Variable: PurchaseIntention

Table 4.3.2 Pearson Correlation

		Correlations				
		Attitude	Halal Awareness	IslamicBrand	Product Knowledge	Purchase Intention
Attitude	Pearson Correlation	1	.349**	.028	-.017	.604**
	Sig. (2-tailed)		.000	.694	.816	.000
	N	200	200	200	200	200
HalalAwareness	Pearson Correlation	.349**	1	.274**	.239**	.490**
	Sig. (2-tailed)	.000		.000	.001	.000
	N	200	200	200	200	200
IslamicBrand	Pearson Correlation	.028	.274**	1	.570**	.078
	Sig. (2-tailed)	.694	.000		.000	.272
	N	200	200	200	200	200
ProductKnowledge	Pearson Correlation	-.017	.239**	.570**	1	-.015
	Sig. (2-tailed)	.816	.001	.000		.831
	N	200	200	200	200	200
PurchaseIntention	Pearson Correlation	.604**	.490**	.078	-.015	1
	Sig. (2-tailed)	.000	.000	.272	.831	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Table 4.3.3 Sobel Test

Model	Inputs			Outputs			
	a	b	S _a	S _b	Test Statistic	Std. Error	P-Value
1	0.523	0.454	0.100	0.052	4.487	0.053	0.000
2	0.062	0.555	0.157	0.052	0.395	0.087	0.693
3	-0.035	0.556	0.152	0.052	-0.230	0.085	0.818