

**FACTORS THAT INFLUENCE CUSTOMERS' PURCHASE
INTENTION FOR HALAL
MEAT IN MALAYSIA**

Acknowledgement

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Abstract

Introduction: People from social and cultural backdrops are more inclined towards eating Halal meat as it guarantees best in terms of principles and hygiene. The aim of this research study is to determine the reliability of customers' intension for purchasing tendency of halal meat. The principal objective of this study is to find out the factors effecting customers' opinions about Halal meat.

Literature Review: This is a research study based on factors influencing customers' purchase intention for halal meat in Malaysia. Halal meat is also available at lower prices compared to other types of meat and thus they are bought in increased amount as per the economic condition of the people of the region. Independent variables are negative personal attitude, lack of brand trust among consumers, decrease in customer loyalty, tendency to consume non-Halal or Halal meat. Dependent variable is the purchase intentions of customers that can be influenced to convince them to buy a particular product.

Finding and analysis: The data has been collected through surveying on 300 sample population. All the accumulated data then subjected to analysis through SPSS statistical method. Buyers apply various approaches like loyalty and brand value to take purchasing decision. In order to gain success in halal meat industry, sellers must involve in determination process to evaluate outliers.

Discussion: The result that has been highlighted in the entire discussion is depicting on Decreased consumer loyalty over halal companies. It also explains factors responsible for emergence of halal meat in national and global markets. Different factors that are affecting Malaysian halal meat industry are customer behaviour, social concerns and personal preferences.

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CHAPTER 1: Introduction

1.1 Introduction

Factors that influence the intention of customers to buy Halal meat are mainly related to personal attitude along with social influence, brand trust, habit and brand loyalty. Since Halal meat has been observed to be in great demand in Malaysia hence it can be said that the evaluation of factors becomes essential. In this study, various factors affecting customers buying behaviour and their intention to purchase Halal meat has been identified. Problem statements have been discussed along with research objective and questions. This has been done to understand the impact of factors on purchase rate of Halal meat. On the other hand, significance of the study in terms of company and customers has been presented. Moreover a structure along with summary of the study has been provided.

1.2 Background of the study

Halal meat and consumer purchase intentions are directly related to each other. It is found that 40%-50% of consumers prefer foods that meet the standards as per their religion in Malaysia. On the other hand, it has been seen that Non-Muslim also has a high demand for Halal meat. The meat that is certified by *Sharia Law* is known as a Halal meat (Ismail et al. 2018). In country context of Malaysia, it has been seen that Halal meat is no longer a foreign term rather the customers have become familiar with the word. It has been observed over the years that Malaysia has played a significant role in coming up with Halal standards. It can be said that a particular requirements and specification are required to be followed related to the products and services under the Sharia law. Fulfilment of this requirement means that the meat products have been

handled with high level of hygiene, cleanliness and nutrition.

Market trend for Halal meat in Malaysia

In terms of Halal meat demand it has been observed in the recent years that after meat has been certified or considered to be a Halal meat as per Shariah law, the demand for exports have increased. There has been a rise in exports of Halal meat by 10% in the recent years (Ab Talib et al. 2016). As Malaysia follows all norms and regulations to make the meat certified as per standard of cleanliness and hygiene hence the export demand has been increased.

On the contrary, in terms of imports, it has been seen that Malaysia, had low rate of self sufficiency in relation to meat at the rate of 17% (Elseidi, 2018). This led to an increase in demand of imports from other countries that have a good record in selling Halal meat. This in turn became a backdrop for Malaysia to adopt Halal standards in order to sell meats and decrease the trade deficit.

Customers' preference for Halal meat and Brand recognition

Customers' preference can be mostly linked to consumer perception about Halal products. It has been seen that, consumers belonging to high income group demand more amount of Halal meat as it meets high standards of hygiene. 62% of consumers belonging to the age group of 15-64 also demand Halal meat as they perceive it to be of best quality (Mohd Suki and Mohd Suki, 2015).

Moreover, it has also been seen that customers' awareness about Halal meat has increased in the recent years even among the Non-Muslim consumers. This has in turn given rise to sales of Halal meat. Consumer preference can also be linked to ages of consumers and their level of income (Lee et al. 2016). Halal meat of Malaysia has become a brand in itself and has enabled the business organisations, as it has been able to sustain all requirements mentioned as per rules and

regulation of Shariah law.

1.3 Problem statement

First problem has been identified to be the *negative personal attitude* of consumers in respect to purchasing or eating Halal meat. This can be linked to the low level of awareness and their perception about Halal meat. It has been seen that around 87% of Malaysian customers buy Halal meat because they are enforced by their religion or it is mandatory requirement for Muslims (Azmi et al. 2018). This implies that it is not their choice and they are buying for the sake of buying. Only about 4% of consumers buy Halal meat because they like the taste and quality. 0.5% of customers buy because it is the cheaper meat available in the market of Malaysia (Yusoff et al. 2015). However due to lack of knowledge, there has been mainly a negative attitude towards purchasing Halal meat (Haque et al. 2015). As a result the rate of purchases of Halal meat has declined in Malaysia.

Second problem has been identified to be *lack of brand trust among consumers* of Malaysia. This has been seen to be an issue because there are more than 300 bodies that have been established to certify meat products as Halal out of which only 15% have been recognised by JAKIM (Haque et al. 2015). This calls for a doubt in the minds of customers. Hence there is a lack of trust for brands that are selling Halal meat in Malaysia. Lack of brand trust would lead to many problems such as decrease in the profitability of Halal meat selling companies and it would also give rise to imports. As a result trade deficit would increase and this may impact the economy growth.

Third problem that has been identified is *decrease in customer loyalty over Halal Organisations*. It is an issue because, it has been seen that there is a declining trust of consumers

which is also interlinked with brand loyalty. Management of Halal Meat producing companies have been unable to get recognised as per the government terms at the markets of Malaysia (Khalek et al. 2017). This has impacted the brand loyalty of consumers as they have shifted to other foreign brands that sell recognised Halal meat (Lever and Fischer, 2018).

These have been seen to be a burning issue now because Gross domestic product as well as other economic factors has been seen to be impacted negatively. Due to decline in trade of Halal meat, it has been observed that, gross domestic product of Malaysia is declining in the recent years. In the year 2017 it was 9945 USD and in the year 2018, the growth rate of GDP has been only 5% (Lee et al. 2016). Halal hub contributes to the growth of Malaysian economy as large number of exports of Halal meat is carried out. The export value has reduced to RM 43.4 billion in comparison to previous years RM 48.56 billion (Khalek et al. 2017). Moreover 56.6 % incidents of food-borne disease have led to consumers doubting the food safety standards followed by Halal meat selling brands (Osman and Aziz, 2018).

Fourth and last problem has been the ***tendency to eat or habit to buy non-halal or Halal meat among the customers*** of Malaysia. More than 87% of the people buy Halal meat because it is mandatory as per requirements under Islamic customs. Due to this fact, around 8.5% of consumers buy 2 times in week (Fathi et al. 2016). This reduced the sale of Halal meat. On the other hand it has been seen that 30% of consumers have never bought Halal meat because their purchasing habit leads them to give more preference to other products or substitutes of Halal meat (Osman and Aziz, 2018). This has become an area of concern for companies or brands selling Halal meat. Hence it can be said that these factors are an issue now also.

This research sheds light on the factors that influence consumer behaviour and their buying pattern related to Halal meat (Azmi et al. 2018). It has dealt with the factors such as consumer

attitude, brand loyalty, brand trust and Habit of consumers. This has helped in understanding the extent of influence in the sale of Halal meat.

1.4 Research questions and Research objectives

Research questions and research objectives have been formulated to understand the relationship of the factors with that of consumer perception about buying Halal meat.

1.4.1 Research question

The aim of this study is to investigate about the consumer preference and intention to purchase Halal meat in Malaysia. This has been evaluated with the help of formulation of research questions given below;

- What is the relationship between consumer attitude and consumer intention to Halal meat?
- What is the relationship between brand trust and consumers intention to purchase Halal meat?
- What is the relationship between brand loyalty and customers' intention to buy Halal meat?
- What is the relationship between habit of consumers and their intention to buy Halal meat?

1.4.2 Research objective

Research objectives have been framed in order to identify, analyse and evaluate the factors that influence consumer intention in regards to buying Halal meat. The relationship is required to be established with consumers' intention. It would help in assessing the extent of negative or

positive impact of identified factors. Research objectives have been framed and provided below;

- To identify the relationship between consumer attitude and consumer intention to Halal meat
- To examine the relationship between brand trust and consumers intention to purchase Halal meat
- To analyse the relationship between brand loyalty and customers' intention to buy Halal meat
- To evaluate the relationship between habit of consumers and their intention to buy Halal meat

1.5 Significance of study

The research deals with identification and evaluation of relationship of factors such as brand loyalty, trust, habit and personal attitude with that of the consumer intentions to purchase Halal meat. It would be of importance for large number of customers, organisation and society as a whole. The research would be of assistance in academics and in further research also. Below a discussion relating to significance of the research has been evaluated in terms of three aspects. These are customers, organisations, society and research as a whole.

1.5.1 Significance to research

In relation to research it has been observed that, the data provided would be of use in academic context and would also help in further research. It would be of assistance and would help in making large number of people aware about Halal meat and its brand value.

1.5.2 Significance to company

The research would be significant in providing companies with the market trends and factors that influence consumer behaviour. This would help large number of companies that sell Halal meat to evaluate the further need of regulating standards. Extent of knowledge about Halal meat in Malaysia as well as consumers preferences regarding purchases would help organizations to come up with different strategies to increase the sales of Halal meat. It would also be beneficial for organisations and they would be able to legitimate rights and interests of people having Halal eating habits.

This study is beneficial as the information related to Halal; meat can be known from here. It is necessary for the people of Malaysia to know about the Halal meat effectively. After that they can be able to purchase the Halal meat. As a result, it the business of Halal meat in Malaysia can be improved.

1.5.3 Significance to customer

Customers would be able to understand and learn about the Muslim culture and the importance of Halal. It would help customers to regain trusts and develop trust regarding Halal meat. Their knowledge as well as interest would increase. This would help in making them buy Halal meat at increased rate. Moreover the research would also be significant for society as a whole. This has been said because the Malaysian catering industry would be developed and this would help in attracting the attention of catering industry worldwide. Halal meat would be able to enter international catering market in no time soon.

1.6 Structure

Chapter 1 of the study deals with provision of a basic understanding about Halal meat, consumer preferences and the factors that influence customers' intention to purchase Halal meat. It has provided four problem statements, research objective and research questions related to the relationship. Chapter 1 provides a background that discusses about significance in terms of three aspects. In case of chapter 1, the background information related to market trend has been mentioned.



Figure 1: Structure of the dissertation

(Source: created by the researcher)

Chapter 2 of the study deals with review of literature. It provides past research regarding the independent variables and their definitions have also been provided. The two variables that have been identified in this study are purchase of Halal meat in Malaysia and its influence of customer

purchasing behaviour. Moreover the study has helped in developing hypotheses. It also discusses about the research gaps identified and a framework of the study. A discussion on various theories has helped gain an in-depth analysis related to Halal meat and its relationship with consumers purchase intention.

Chapter 3 has provided a discussion on methodology part of the research. Research philosophy, design and approach have been discussed in the third chapter. It has provided information related to data collection method, its analysis technique and about the sources of data collection.

1.7 Summary

Halal meat has been observed to be certified meat that is acceptable as per Islamic law and food safety standards. It has been seen that due to high dependence on imports and increasing awareness about the Halal meat among customer group of Malaysia, Malaysian government started following food standards according to the Shariah law. This helped Malaysia to become one of the countries that sells certified meat or Halal meat. On the other hand it has been seen that this led to an increase in exports to other countries as well where demand for Halal meat is high. It helped the organisations that produce Halal meat in narrowing down the gap of trade deficit and improved gross domestic product.

However it has been observed that in the recent years many factors have contributed towards the decline in consumer purchase of Halal meat. Consumers have shifted either due to lack of awareness about the benefits of Halal meat or their perception about Halal meat has changed over the years. This in turn has resulted in shift of consumer attitude as a result there has been a decline in sales of Halal meat. Another factor that has been seen to be affecting consumer intention is their habit. It has been seen that they are either eating Halal meat because it is

mandatory requirement under their religion. Thus they buy on a weekly basis or never buy Halal meat. In case of brand trust it has been seen that, since very less number of units have been recognised to sell certified meat hence this has led people to doubt the intention of organizations. On the other hand it has also been seen that, brand loyalty is decreasing day by day as result of lack of trust. These two factors are interrelated to each other and these have been seen it be affecting purchase rate of Halal meat.

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CHAPTER 2: Literature Review

2.1 Introduction

Consumption of food in the Malaysian region is dependent on certain factors that are mainly based on the choice of the consumers of the region. The people in the region are found to be of religious characteristics and prefer food that is allowed by their religion and its beliefs. In this context, the study discusses about the certain factors that influence the purchase intention of customers. The factors that have been identified are personal attitudes of customers that are usually negative and absence of trust over the brand among customers of Malaysia. Another factor that is identified is the decrease in loyalty of the brand among customers and this influences the buying behaviour of the customers of the region. The habits of customers of buying non-Halal meat also influence the purchase intention of customers of the region. With the help of theories and proper framework, the study tries to develop proper hypothesis of the relationship between the independent and dependant variables separately. Each factor has been separately discussed and the relationship of the factors with buying intention of the customers has been discussed in the study.

2.2 Research's Independent and Dependent Variable

2.2.1 Negative Personal Attitude (IV1)

2.2.1.1 Definition

Negative Personal Attitude of the customers refers to the absence of choice among the customers to buy a particular product although they are buying it due to external pressure. In

Malaysia, it is seen that around 61.3% people of the total population are Muslims and the *Islamic Law* followed in the country provide them instructions to buy Halal meat. As per the view of Ali et al. (2017), *Shariah Law* followed in the country, prohibits the people of under Islamic religion to purchase and consume non-Halal meat. However, it is also seen that the people of the country prefer non-Halal meat as they are stunned before they are killed and that is a much more non-cruel method to kill the animals. People of Malaysia have to stick to Halal Meats as they are under the jurisdiction of the *Shariah Law* that forces them to buy Halal Meat although it is highly debatable that Halal meat has increased nutritional value.

2.2.1.2 Overview

As per the historical traditions of Muslim religion, meat was usually passed through a Halal stage before being consumed so that the people do not consume the blood of the animal. As per the view of Yener (2015), the people of the Muslim Community believed that Halal meat was of greater quality than non-Halal meat as they were drained out of all the blood before being processed. However, with the progress of time and development of human education and emotions, the people presently are against the procedure of Halal meat in many parts of the country, however, in the country dominated by the Muslim religion people have to follow the basic rules followed in the country. Further, Halal meat is also available at lower prices compared to other types of meat and thus they are bought in increased amount as per the economic condition of the people of the region.

2.2.1.3 Past research

Although, there have been rare discussions about the topic of Halal and non-Halal meat until very recent, the actions of the animals rights commission have intrigued researchers to develop

knowledge over the topic. The main aim of the people of organisations is protecting the rights of animals to face a painless death is to ensure that the animals are painlessly killed before they are slaughtered for consumption. As commented by Ali et al. (2018), the organisations also try to convince the Halal organisations about various procedures of stunning the animals to death before they are slaughtered. Further, the organisations also try that animals do not see other animals being slaughtered or the blades being sharpened for use. Researches in the past have not been able to discuss in details about these features due to unavailability of data related to the Shariah Law about Halal Meat followed in Malaysia.

2.2.2 Lack of brand Trust among the Consumers (IV2)

2.2.2.1 Definition

Trust over the organisations producing and processing Halal meat are also of major importance as the sales of the products are highly dependent on the trust of the consumers over the organisation. Further, it is also seen that, all the organisations that have been given the responsibility of certifying Halal meat in the region are not accepted by the *Department of Islamic Advancement of Malaysia*. As a result, the people of the country remain confused whether the Halal meat that is being sold is of proper quality and healthy for consumption. Doubts about the quality of Halal meat also rises in the mind of the people after *Department of Islamic Advancement of Malaysia* have accepted only 15% of the 300 organisations regarding the quality check and assurance of Halal meat in Malaysia. Consumers also stand by the scientific researches regarding the harmful effects of consumption of Halal meat and the cruelty towards animals in the process and lose trust over the products and the organisations resulting in underdeveloped customer purchase intentions among the customers.

2.2.2.2 Overview

Trust over a Brand is identified as major characteristics that affect the purchase intentions of customers in a positive way. In case of organisations of Malaysia who sell Halal meat, it can be said that the organisations need to develop themselves in such a way so that the customers are able to develop proper faith over them. As per the view of Yeo et al. (2016), people of Malaysia need to be convinced that the animals are not treated in a cruel manner before that are killed and that they are stunned before the Halal procedure is started. This can result in the increase of faith over the procedure as consumers or normal people of the country mainly get influenced by the reports and news articles of the news channels and social media. The organisations need to convince the news channels and journalists to develop positive comments over the quality of meat processed in the Halal manner. This can increase the trust of customers over the brand and they would buy the meats at increased intervals.

2.2.2.3 Past research

Past researches done in the areas of trust of customers over a particular brand have always focused on the issues present in the set up those results in lack of customer trust. However, in this case a totally different issue of being faced as the customers are lacking trust over the brand in fear of hygiene and safety measures of the consumable food products followed during processing. As stated by Bashir et al. (2019), Management of Halal Meat Production organisations in Malaysia need to reach the people and conduct shows and important seminars all over the country so that people are convinced that Halal Meat is safe for consumption. Further, these organisations also need to talk to the Government and develop laws beyond the *Shariah Law* that follows the international ethics and laws related to animal cruelty, so that faith of customers is increased.

2.2.3 Decrease in customer loyalty over Halal Organisations (IV3)

2.2.3.1 Definition

Increase of absence of trust over the Halal organisations and decrease in the recognition of Halal organisations by the Government of Malaysia results in loss of faith of customers. According to Madiawati and Pradana (2016), it can be commented that decrease in customer loyalty refers to the reductions in the sales percentages of a particular product in the market. The consumers of the Malaysian markets are forced to eat Halal Meat as per their religious laws although the modern people go against the law. This is mainly because of the absence of the proper safety and hygiene certificates that the organisations are unable to produce regarding the quality assurance of Halal meats. Decrease in Customer Loyalty over Halal Meats results in the decrease of Sales of Halal meats and the markets of the non-Halal meats increases (Razak et al. 2015). Animals in case of non-Halal meats are stunned and killed and are separately cleaned and processed and thus are of more taste people prefer it. However, in case of few people who still stick to the core religious values, Halal meats are still sold in markets of Malaysia. Export rate of Halal Meat has also decreased by about RM 5 billion and has affected the GDP rate and economy of the country.

2.2.3.2 Overview

Halal Meat Processing Organisations in Malaysia are one of sources of income and development of the Malaysian economy and the profits that are brought in by the company are added to the benefits of the country. As a result, the decrease in the markets of Halal Meats results in the decrease in the economy of the country. According to the view of Haque et al. (2015), Customer Loyalty becomes a contributing factor over the purchase intention of the products and it develops the economy of the country. As a result, decrease in customer loyalty affects the economic

progress of the organisations in a negative manner. The customers of Malaysia are forced to buy Halal meat due to the *Laws of Islam*; however, the absence of proper quality assurance certificates of the Halal Meat producing companies makes them stop buying the products. Further, procedure of Halal Meat Processing is cruel and the animals rights commissions prohibit display if cruel behaviour towards animals before killing them. All these factors add up to decrease in customer loyalty over organisations that sell Halal meat.

2.2.3.3 Past research

Past researches related to Customer Loyalty could not be done properly as the people of Malaysia bought Halal meats due to the pressure of the Islamic Law. Moreover, the religious texts of Muslims declare that consumption of animal blood is harmful for health. Thus the animals' needs to be killed and hanged so that all the blood is drained out of the body and after that they are processes and consumed.

2.2.4 Tendency to eat or habit to buy non-Halal or Halal meat among the customers (IV4)

2.2.4.1 Definition

The customers in the Malaysian region have a tendency to buy and consume non-Halal meat as these meats are comparatively easier as the blood is not drained out of the body of the meat before it is processed. Thus, the people also buy non-Halal meat because it is of increased quality and are processed in a much better manner than Halal meat. As mentioned by Shakil and Majeed (2018), although there are few people who buy Halal meat as they prefer to the religious instructions and religious laws. Moreover, the price of Halal meat is less as less amount of price is required for processing these meats and can be sold at lower rates. As a result, people with

reduced income rates buy Halal meats in Malaysia. These factors contribute to the Purchase intentions of the Customers on a national and Global basis.

2.2.4.2 Overview

As per the recent status of Malaysia, it is seen that 87% of the people buy Halal meats in Malaysia because it is compulsory and not out of choice. Among these people 30% also choose alternative products at times and do not buy Halal meats always. Further, it is also seen that only 8.5 % people of the total 87% people buy the meat twice in a week which reduces the economy of the Halal meat producing organisations at increased percentages. This affects the economy of the country on a larger basis and the GDP and Gross Profit and sales of the country from domestic and international region is affected.

2.2.4.3 Past research

Past researchers have developed ideas about the choices of customers over choice of Halal meats. However in this research, the main focus has been on the amount of people who buy Halal meat because they prefer it and who buy it out of force. Moreover, Ali et al. (2017) mentioned that, the effect of this factor on the customer purchase intentions have also been highlighted in this research which have not been done previously. Moreover, the effect of buying behaviours of customers related to Halal meat and its effect on the economy of the country have also been covered in this research.

2.2.5 Customer's Purchase Intention (Dependent Variable)

2.2.5.1 Definition

Purchase intentions of customers refer to the development of certain factors so that the customers can be convinced to buy a particular product. In case of this study, it is seen that Halal meat is sold in Malaysia as per the religious rules of the country and is made compulsory for consumption among the people of the *Islam Religion*. However, on the other hand it is also seen that the procedure of Halal meat production is quite unethical and is a display of cruelty towards animals before and after killing them (Awan et al. 2015). As a result, the factors that affect the purchase intentions and choices of the customers have been developed in this study. The purchase intentions of customers are developed with time and knowledge and blend of the laws of the country as per ethical values.

2.2.5.2 Overview

Customer Purchase intentions of Halal Meat can be improved by development the standards of hygiene and proper treatment of the animals before they are killed. The management of Halal meat organisations need to keep in mind that they need to develop their marketing procedures keeping in mind the demands of customers and the laws of Islam Religion. Strategies need to be developed as per the demands of the customers by seeking advanced advisory and coming out of the forceful inclusions of religion. As commented by Ali et al. (2018), Religious Bounds need to be overcome by the Halal Meat Organisations and they need to stick to ethical values so that they are able to attract increased amounts of customers towards the products.

2.2.5.3 Past research

Past research about Customer Purchase Intentions has failed to deal with factors related to reasons towards customers going against Halal meat organisations in Malaysia. In this research, the researcher has been able to focus on the various factors that are related to decrease of sales of Halal meat in Malaysia and thus developed the views of customers as well as developed solutions so that the difficulties that are faced can be dealt with properly.

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2.3 Proposed Framework and Theories used in this research

2.3.1 Research Framework

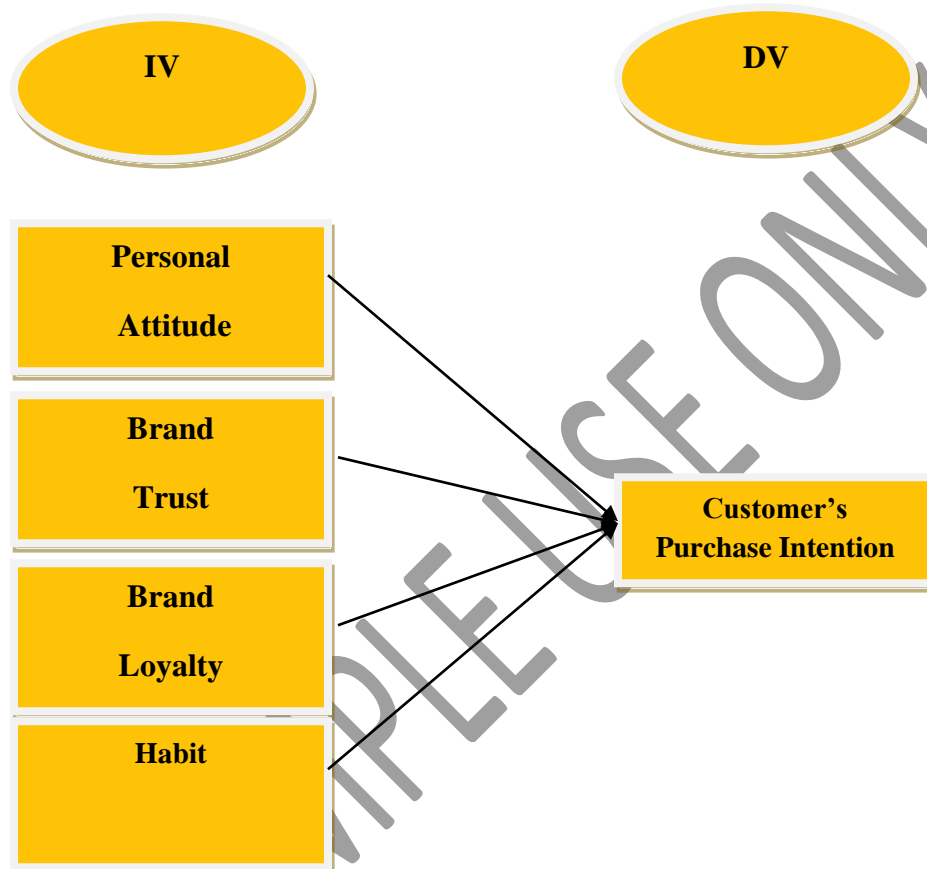


Figure 2: Research framework

(Source: created by Researcher)

2.3.2 Theory Used

A series of important theories have been used in this segment of research study. These theories help researcher to better understand valuable factors that impacts on customers' purchasing intention of Halal meat in Malaysia.

Customer Loyalty Theory:

Customer loyalty theory entails those consumers loyalty can be attracted to particular products by offering satisfaction, confirmation, trust and visible growth of an organisation or their products. Investing in increasing customer satisfaction may bring customer's attention toward Halal meat in Malaysia (Ab Talib *et al.* 2018). This is a continuous method through which must focus on what customers want and give priority to their particular choices. In this way, customers' loyalty can be achieved. Consumers generally expect confirmation of the particular product such as Halal meat of Malaysia. Customers try to get information regarding service and quality of Halal meat of Malaysia.

When they feel that all their expectations are met they become loyal to that product when brands fail to offer products up to consumer's preference. As per Ali *et al.* (2018), there is a definite chance of losing customer retention. In this regard, it can be commented that consistency and reliability are mandatory to retain loyalty of customers. In order to get confirmation, trust is another reliable factor. Customers more lean towards those products which according to them rightly match with their ethical concerns. According to Nawawi *et al.* (2018), when customers of Malaysia can match their ethical concerns with Halal meat they can freely consume Halal meat without any concern. For a business to grow, customers need to check whether others are purchasing that product or not. It sometimes depends on popularity or growth of that product in market.

Theory of Planned Behaviour (TPB):

This theory relevant to planned behaviour opines a greater range of human behaviours related to health and intentions. This theory was postulated by Icek Ajzen. It shows a direct relationship between behaviour and belief. This theory best explains consumption intention with customer's predictions. It demonstrates a relation among perceived behaviour control, subjective norms and attitudes to identify behaviour and intentions of respective customers of Malaysia. Moreover, the theory gives socio-psychological framework in order to predict and understand particular determinants of consumer's behaviour. As per Qaddahat *et al.* (2017), it also emphasizes fundamental thoughts of behaviour and social; science. As per concept of this theory, ability (Behavioural control) and motivation (intention) are two factors on which behavioural achievement relies on.

Three different type of behaviour is distinguished and explained in this. These are control, normative and behavioural. This theory also explains an individual's real control over a particular behaviour like purchase intention of Halal meat in this case. Specific attitudes of a person depend on degree of choice and attraction to that product such as Halal meat. Another great factor that drives individual's intention toward a Halal meat is social norms that come from cultural context. In this case, concept of Halal food emerges from ethnic community. It is considered as standard food for that community. According to theory of planned behaviour, behavioural intentions of Malaysian customers are typically controlled by perceived behavioural control, subjective norms and attitude towards eating habit of Halal meat of Malaysia. Kadir *et al.* (2016) comments other factor that is necessary to mention in this context is perceived behavioural control of customers.

This term signifies level of difficulty or comfort that is linked with purchasing and consuming Halal food of Malaysia. This particular factor changes with action and situation. Theory of

planned behaviour also demonstrates thought of perceived power. This is a factor that may impede or facilitate behavioural performance. There are several factors that are linked with purchase intention of buyers of Malaysia (Farhan and Andriansyah 2016). They are lack of brand trust, negative personal attitude and customers' personal preference to Halal or non-Halal meats. Subjective norms describes about other customer's thought. Customers have a tendency to know whether other purchasers are disapproving or approving Halal meat or not. Finally as per comments by Icek Ajzen, purchasing intention is directly correlated with purchasing behaviour of Malaysian customers towards Halal meat products.

Consumer Behaviour Theory:

This theory explains how customers decide to expand or spend their money, budget constraints and give their own preferences. It is more economical theory which permits individuals to decide which product is good for them and which one is not. Before pending their valuable money they take decision about which type of meat they prefer to eat. They match their perception of getting benefits either health factors or others with particular meat products. This theory also explains that consumers' purchase intention greatly depends on how many options are available to them (Wibowo and Ahmad 2016). In this case, there are two types of meat are available in Malaysia such as Halal and non-Halal meat. Hence question of selection or preferences arise.

Tagged price is another valuable factor in this case. Price of that Halal or non-Halal meat sometimes impacts on customers' choice of purchase. There are also some limitations of this theory that must be taken into account. Individuals are not rational always and select purchases irrespective of differentiations. It may also happen when certain customers are not aware of particular products (Farhan and Andriansyah 2016). Consumers' purchasing preferences would

not be hampered when they are not really aware of meat being Halal or not. Availability is another factor that must be adequate to choose between.

Theory of Reasoned Action:

This particular theory of reasoned action was postulated by Icek Ajzen and Martin Fishbein. Behavioural intention and process of persuasion can add on to other valuable factor which is reasoned actions. As per concepts of this theory, there are several factors or situations that constrict impact of attitudes over behaviour. In various cases, reasoned action hinders particular behavioural attitudes to perform. In this case, customer's perceptions, cultural and ethical considerations and availability of Halal meat limit or influence them to purchase those particular products. In regard to Mumuni *et al.* (2018), this theory applies norms and attitudes as two important elements of reasoned actions in determining behavioural intentions. The positive or negative influences can also be counted as another factor that determines Malaysian customers purchasing intent towards Halal meat. Negative influence may be cultural issues, money, hygiene or negative thoughts that hinder consumers from purchasing Halal meat.

2.4 Hypothesis Development

2.4.1 The relationship between Negative Personal Attitude and Customer Purchase Intention

Collective behavioural belief originates personal attitude in human beings. As described in Theory of planned behaviour, it is a relevant element that influences behavioural intentions. Positive beliefs and thoughts will lead an individual towards positive outcome. On contrary to that, adopting and implementing negative perceptions on a particular matter will result into negative or unfavourable results. The commonly perceived negative thoughts that influence

eating habit of Malaysian customers are that principal tenets related to Halal slaughter. The most believed thoughts in order to avoid Halal meat are quality of meat, religious issues and animal welfare. Several demographic factors like education, religion and country are responsible provide negative or positive attitudes towards purchasing intention of Malaysian customers.

Perfect knowledge about process of slaughtering Halal meats many times influences customers for purchasing Halal meats. Lack of appropriate knowledge regarding technique used in slaughtering Halal meat may result in emergence of negative thoughts on customers. Halal meats mostly originated from an ethnic community (Ab Talib *et al.* 2016). Hence, other communities or religions perceive negative thoughts for them. It is deliberately accepted by aforementioned ethnic communities for some religious reason while communities other than that particular ethnic community have a tendency to not accept that. Ethnic communities belief positively and they thought that Halal meat is prepared in respect to their religion. On the other hand, others feel difficulty to accept that. In many of countries, it is believed that Halal meat slaughtering does not allow stunning of animals. Stunning is a method of slaughtering animals in which those animals are subjected to unconscious or immobile at time of bleeding. It allows meeting Halal criteria by keeping that animal alive and usable. Lack of stunning knowledge may influence negatively in Malaysian customers (Fathi *et al.* 2016). Customers, who belong to group of animal lovers, usually perceive negative thoughts on process of eating meat. Hence, those customers will never intent to purchase Halal meat from Malaysian market or anywhere else. Lack of proper education may leave customers unknown about appropriate techniques that are used in preparation of Halal meat. Hence, this triggers in generating negative perceptions.

H1: There is a strong and realistic relationship between buying intention of Halal Meats with aversive personal attitudes.

2.4.2 The relationship between lacks of brand Trust among the Consumers and Customer's Purchase Intention

In this modern era, brand trust is very crucial in retention of customers or attracting customers to purchase Halal meats. In Malaysia or other countries customers have a tendency to trust on particular brands. This tendency may be perceived from popular thoughts, notions or beliefs. Some popular beliefs, along with quality of services and products determines rate of customer purchase (Farhan and Andriansyah 2016). Ambience of those organisations also makes a standard that indirectly brings valuable customers to that brand. When a brand has gained customers' trust, consumers become loyal to that organisation for purchasing. Other factors that act as determinate in generating buying intention of customers are budget.

Whether Halal meats are budget friendly or not greatly affects purchase intention of Malaysian customers. There seems to be a distinct relation between brand loyalty and profile of buyers. Sellers that are more intended to sell Halal should invest profoundly to increase brand factors and loyalty among customers (Bashir *et al.* 2019). The reason is that brand loyalty, brand trust, brand satisfaction, brand perceived quality significantly indicates orientation of customers purchasing intent of Halal meats. Purchasing intensity from particular ethnic communities may be higher than sellers from other ethnic communities. As concept of Halal meats are originally comes from a particular ethnic community. Customers in general may possess trust or belief to sellers who belong from that ethnic community.

H2: There is a strong and realistic relationship between customers purchasing intentions and brand trust in customers.

2.4.3 Relationship between decrease in customer loyalty over Halal Organisations and purchasing intention of customers

The reason that influences customers to approach towards a particular brand and purchase Halal meat on Malaysia depends on loyalty of persistent customers. Customers whether belonging from ethnic community or non-ethnic community will hinge on Halal organisations due to some factors. Factors are hygiene maintenance during slaughtering procedure of animals and whether stunning has been performed at time of slaughtering. Other factors are price of Halal meat that they demand over purchase. Taste quality and efficiency of preparing Halal foods greatly influence in creating loyal customers. There are also some reasoned factors that are often attached with customer loyalty and satisfaction (Lee *et al.* 2016). A set of notions that customers perceive in their mind before purchasing Halal meat orients their loyalty to Halal brand. Theoretical paradigms of purchasing intention can thus outline initial context of customer behaviour through concepts of food and buying certifications. Purpose of these certifications in the Malaysian food retail industry is to verify processes or products that can satisfy standard requirements. Due to quality and safety issues, retailers can provide information to consumers prior to their purchases. Additionally, discussion on significance of food certification in supply chain can also highlight their need for buying Halal or non-Halal meat.

When a particular brand or Halal organisation sell their products in decent manner, customers imprint a good image on their mind and chance of repeat purchasing enhances significantly. On the basis of tangible features of a brand product like Halal meat in this case is very difficult to segregate (Fathi *et al.* 2016). In that particular situation customer's loyalty to a particular Halal organisation of Malaysia helps a lot. A particular brand image of Halal organisation carries experimental benefits, functional benefits and symbolic benefits. As per Ali *et al.* (2018), people

are usually tended to lean towards to a well known brand. Sometimes customers judge brand value of Halal meat by following masses. They prefer a Halal organisation irrespective of its quality only based on popular thoughts and notions. That is the reason behind decreasing customer's loyalty on Halal organisations. Purchase frequency, customers loyalty are variable factors. These factors greatly vary with brand power and positive attitudes towards that brand. As opined in theory of planned behaviour, decision making procedures of customers can be directly predicted by desires and respective behaviours of a customer of Malaysia. A slight decrease in brand loyalty can cause switching of customers from one brand to other. Competitiveness is constantly increasing in business environment. Hence, creating an affecting customer relationship is very crucial in keeping customers loyalty over Halal organisation or brand.

H3: There is a strong and realistic relationship between decrease in customer's loyalty over Halal organisations and purchasing intention of customers.

2.4.4 The relationship between tendency to eat or habit to buy non-Halal or Halal meat among the customers and Customer's Purchase Intention

Halal meat can be defined as a type of meat that is slaughtered based on law of a particular ethnic community. This word Halal is an Islamic word. Halal food is prepared by slaughtering animals through a simple incision in windpipe, carotid artery and jugular vein. Perfect and right way of Halal meat slaughtering also suggests that animals that are being slaughtered should be healthy and alive. According to Mirabi *et al.* (2015), all amount of blood secreted at the time of slaughtering must be drained through carcass. This process will be conducted when a dedication will be recited by a member of that particular ethnic community. On contrary to that, animals when slaughtered devoid of aforementioned rules and laws of that ethnic community are called as non-Halal food. Halal meat is generated from thoughts and beliefs of a religious and ethnic

community. Hence, it is preferable in that community without a point of doubt. On the other hand, it is seen that people who do not belong to that particular ethnic community remain confused whether to have Halal meat or not. It has also been observed in many countries that, individuals do not have a proper knowledge about procedures of slaughtering Halal foods.

In case purchasing, people who belong to ethnic communities lean towards buying Halal foods as they are well aware of that slaughtering procedure. It has also been observed that many Halal organisations mix non-Halal meat with Halal meat to decrease product price. In this way, quality of that meat is hampered. It is a major reason behind people is distrusting Halal organisations now-a-days (Dehghani and Tumer 2015). Ethnic communities those are more prone to buy and eat only Halal meat prefers not buy processed products that contain non-Halal meat. Other important factor that significantly affects customers' purchase intention of Malaysia is displaying of Halal or non-Halal meats. People who are well aware of type of Halal foods are very efficient to identify between Halal or non-Halal meat. A group of people have notions that Halal meat are cleaner than non-Halal meat. Hence, they tend towards eating and purchasing Halal meat. Individuals who are more health conscious and have proper knowledge about Halal slaughtering techniques tend to buy Halal meat.

H4: There is a strong and realistic relationship between habit to buy or tendency to eat non-Halal or Halal meat among the customers and buying intention of consumers.

2.5 Summary

The chapter has mainly focused on the various factors that develop the customer's intentions to buy Halal Meat in Malaysia. In order to do this the study has focused on the factors separately and developed the independent variables with proper definitions and overviews. After the

description of each independent variable or factors, the dependant variable that is customer's Purchase intention has also been described properly. The study has also focused on the structure of the research and also used various theories so that the effect of the factors on the buying intentions of the customers can be explained properly. Further, the study has tried to develop proper relationship among all the independent variables with the dependant variable separately. This has been done so that the relationship between each factor and dependant variable can be established properly.

FOR SAMPLE USE ONLY

CHAPTER 3: Research Methodology

3.1 Introduction

Research Methodology is done so that the approach towards the research can be justified by the researcher. In this portion of the study, the researcher has discussed about the various points related to Research Purpose and Research Approach. The chosen methods have been separately mentioned in the justification section of each part. Further, the researcher has also discussed about the sampling techniques, the population of the study and the data collection methods that are available. The data that have been collected have been analysed with the help of the techniques in the Data analysis method.

3.2 Research Purpose

3.2.1 Exploratory

Exploratory Research enables the Researcher to develop ideas over topics that have not been researched much by other people. As per the view of Van Dun et al. (2017), exploratory research depends on the power of exploration of the researcher and the amount of research the researcher can do about the topic. This form method usually includes studying of secondary data related to the topic and reaching justified conclusions. With the help of Exploratory Research, the most appropriate Research-Designs and the best Data Collection Methods can be achieved. The research method also focuses on the detailed discussion with the people so that detailed knowledge about which the research is being done can be gained properly.

3.2.2 Explanatory

Explanatory Research is done by researcher when they have to develop proper ideas about certain factors that influence a particular variable. There are certain procedures followed in this method that is able to measure the impact of a particular factor or independent variable on the dependant variable. This method separately analyses the impacts of the factors and controls the influence of the other factors during times of measurement. This is a complex research method and the conclusions that are achieved are never completely accurate and stand on hypothetical results. With the help of this research method the cause-effect relationship among the variables is established.

3.2.3 Descriptive

Descriptive research design enables the researcher to develop detailed ideas over the topic and the subjects that are being researched. By following this method the researcher can easily develop over the characteristics and situations of the population that is being discussed in the study. With the help of Descriptive Research Design, the researcher can easily be able to develop ideas over the carious dependant and independent variables and apply them in the contexts of the research. Further, ideas related to the application of theories can also be done by the researcher as per its applicability.

Justification

The researcher has chosen the Explanatory Research Design for the conduction of this research. This is done so that proper details of the various factors or independent variables can be discussed in the research. Further, the research has also been able to focus on the impact of the factors separately on the dependant variable that is customer purchase intention of Halal Meat in Malaysia as this Research Design is followed.

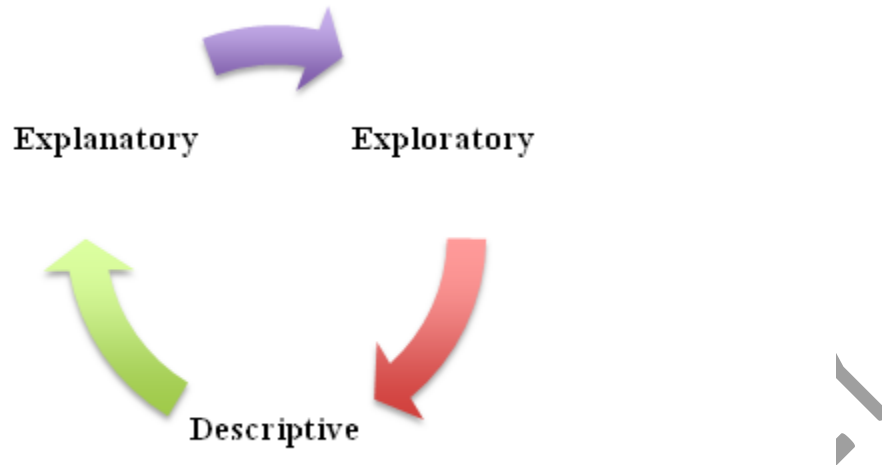


Figure 3.1: Research Purposes

(Source: created by Researcher)

3.3 Research Approach

3.3.1 Quantitative

Quantitative Research Approach refers to the collection of data and information related to the research from informative and educated people. Further quantitative research approach also involves implementation and application of various separate variables so that the views of the respondents can be measured. Further, it is also seen that the data that is collected from the respondents can be used to measure and analyse the results and reach logical conclusions. With the help of Quantitative Research Approach, various people of the selected market region can be accessed and their views can be noted down so that it can be used for future research purposes. As per the view of Creswell & Creswell (2017), Quantitative Research Approach is one of the best methods as it gives proper and accurate results of the research.

3.3.2 Qualitative

Qualitative Research Approach is used by Researchers where they have to remain dependant on the amount of explanatory research that has been followed. Qualitative research refers to the use of the data and information that has been collected from mainly textual sources and other published secondary sources to reach sustainable conclusions. According to Quinlan et al. (2019), Qualitative Research sets the focus group that has to be researched and then collection of detailed information about the focus group is done. Further, the researcher tries to achieve rich data sets with this form of research approached as published data already has credibility.

3.3.3 Mix Method

In the Mixed Research Approach, the researcher tries to develop idea over the research with the help of both qualitative and quantitative type of research. The researcher tries to focus on target groups so that they can be surveyed and interviewed for collection of data related to the research. Further, background information of the target group and the research Variables is also done with the help of data collected from the published articles regarding the topic.

Justification

In this study, a mixed method of research approach has been followed by the researcher. This has been done so that the views of the customers regarding Halal Meat in Malaysia can be obtained properly. Further, interviews can be conducted on the managers of the organisations that sell and process the meat. Apart from these, information related to the background of Halal Meat and its connection to the Islamic Religion can also be accessed from the data sources of researches. Data related to certain Laws like Shariah Law that is followed by the Muslims of Malaysia have also been discussed in this study.

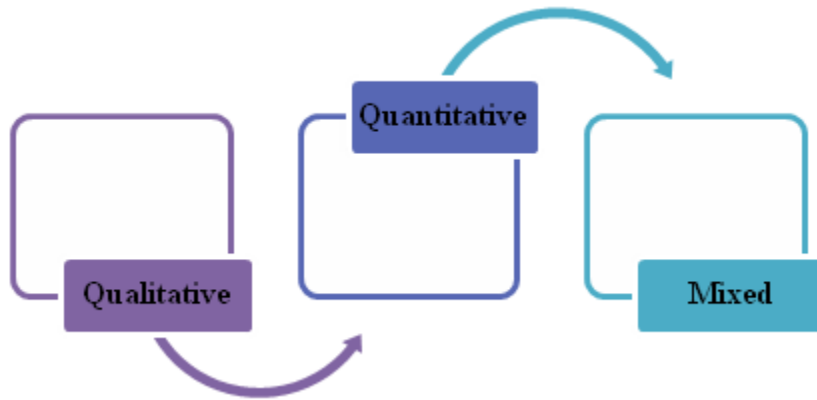


Figure 3.2: Research Approaches

(Source: created by Researcher)

3.4 Unit of Analysis and Population

3.4.1 Population

Population refers to the people who have been involved for conduction of the research and have been a part of the surveys and interviews that have been conducted. In this research it is seen that the main population of the study is the people of Malaysia who consume Halal Meat. These consumers are surveyed so that their views related to their purchase intentions can be known. Further, the managers and staffs of the organisation are also interviewed so that their approaches towards satisfying customer needs can also be checked.

3.4.2 Unit of Analysis

The questionnaires that are set for the population contain various questions related to their age, Choice and personal decisions. The units of analysis are set accordingly so that they are able to develop proper results for the set of questions for the questionnaires. Further, it is also seen that the unit of analysis is applicable only for the quantitative research approach and is not required

much in the qualitative research portion of the study. As per the view of Neuendorf (2016), unit of analysis enables the researcher to reach justifiable conclusions related to the research properly by analysing views of respondents.

3.5 Research Technique, Size and Sample Frame

3.5.1 Sampling Frame

Sampling Frame refers to the area from where samples for the study can be collected and the researcher can get access to all required information related to the research. The sample frame can be said to be effective if it is closely associated with individuals, their households and the organisations that are involved so that proper data can be collected. This sample frame is effectively chosen so that there are efficient means of collecting data and there is a proper population that is properly related to the research and survey can be conducted on them. According to Tsitsvero et al. (2016), Random sampling, cluster sampling and stratified sampling are among the few sampling methods. These methods are classified as relatively specific in case of sampling frame methods.

3.5.2 Sampling Technique

Sampling techniques are important as they help in deciding the ways in which the samples of the research can be dealt with properly. In this research, random sampling technique has been used so that increased amount of people of all range of ages and managers of organisations in the Halal meat Industry can easily be surveyed. Malaysian employees and Malaysian customers are served through questions so that their views can be achieved and answers related purchase intentions of customers can be achieved.

3.5.3 Sample Size

Sample size refers to the amount of people who have been surveyed and questioned in the procedure so that answers related to customer purchase intentions could be achieved. In this research, 250 people of the age range of 15-64 have been surveyed and their answers have been recorded so that factors of the independent variables can be linked with the dependant variable properly. Apart from that, 5 managers of different organisations selling Halal Meat in Malaysia have been interviewed.

3.6 Data Collection

3.6.1 Questionnaire Design

The questions have mainly been designed for the people of age range of 15-64 and their responses are collected as per their knowledge range about the topic. The questions of the survey have been set in such a way so that they are able to provide specific answers to them. This has been done with the help of close-ended questions. Managers are interviewed with the help of open-ended questions so that details about the choices and views of customers and their views can also be collected.

3.6.2 Measurement

Measurement refers to the sources from where knowledge related effect of independent variables on the dependant variables have been achieved and understood. In this study, the four independent variables have been thoroughly analysed and the textual sources from where the ideas related to the variables have been mentioned. In the following table the reliability of the knowledge gathered and the sources from where they have been collected have been mentioned.

Variables	Questionnaire	Sources
Negative Personal Attitude	The chosen article has focused on the various attitudes of the customers those results in the negative intentions of customers over buying Halal Meat in Malaysia.	Ali et al. (2018)
Lack of brand Trust among the Consumers	With the help of data from the chosen article, the researcher has been able to collect information about lack of trust over Halal meat Brands in Malaysia. The effect of less trust over Halal Meat Organisations have also been covered and discussed by the researcher with the help of this article.	Awan et al. (2015)
Decrease in customer loyalty	Reasons towards decreasing loyalty among the customers	Bashir et al. (2019)

	<p>have been accessed with the help of this article. This article provides detailed information related to the reasons as to why there are decreasing customer loyalties in the organisation selling Halal Meat.</p>	
<p>Tendency to eat or habit to buy non-Halal or Halal meat among the customers</p>	<p>The article specifies the details of the advantages and disadvantages of Halal and non-Halal meat and thus the choice of customers are easily accessed. The advantages and disadvantages are also known and thus the purchase intentions of customers can be accessed properly.</p>	<p>Fathi et al. (2016)</p>

Table 3.6.2: Measurement of collected data Sets

(Source: created by Researcher)

3.6.3 Procedure

The data have been collected from the customers of Malaysia by conducting open road surveys and asking the customers about their choices and views with the help of the set questionnaire. On the other hand, the organisations have been visited by the researcher and the managers have been interviewed. All answers have been recorded and have been analysed to reach proper conclusions.

3.7 Data analysis method

3.7.1 Reliability

Reliability test is required to maintain proper research for examining gather knowledge and data. It helps to analyse internal consistency by measuring data in a decent manner. As stated by Haque (2015), reliability test for examine framework is separated to different appreciation such as internal consistency, test-retest reliability, parallel forms as well as split-half reliability analysis. Cronbach's Alpha test used to measure the reliability test with its standard range of 0.7 to 1. Cronbach's alpha measure how closely connected a set of items are as a group. It is calculated to be a measure of scale reliability. A high amount of alpha does not indicate that the measure is unidimensional. (Bashir, 2019) note this procedure is most commonly used when a survey have multiple questions. In order to maintain its reliability, the value of coefficient should be close to +1. Hence, by initiating a reliability test, it is advantageous to maintain firmness of research method.

3.7.2 Normality

Normality structure is defined as a perfectly-structured modelling approach. Shapiro-Wilk (SW) and Kolmogorov-Smirnov (KS) test are used to measure normality test. Shapiro-Wilk test has a high power compared to rest of the tests for normality. Kolmogorov-Smirnov test is suitable for small samples which justifies its usage for the present analysis. By implementing normality test for gathered data sets, it is fully possible to understand whether data points are placed in normal distribution or not (Ismail, 2018). Normally tests are generally used to determine the appropriation of data set. If data set is well-modelled by a normal distribution than to compute how useful it is for a random variable. On the other hand, Awan, Siddiquei and Haider (2015) argue a nonparametric test lead to recognising cumulative distribution. KS analysis is undertaken for the non-parametric test to evaluate the normality of situation. In relation to present scenario, data distribution and data analysis technique helps to formulate the intention trends for customer purchase of Halal meat through cumulative distribution. P value must be below 0.5 for rejecting null hypothesis by accepting alternative hypothesis.

3.7.3 Validity

Validity of research method is separated for different assessment like criterion validity, content validity and structure validity. As opined by Haque (2018), criterion validity measure how a measurement related to outcome of another measurement. Content validity defines how much a measure represents every facets of a construct. Structure validity has facilitated this test by providing a degree to measure the entire claim of a test that promotes transparency of the results. *KMO Barlett's* analysis is used to analyse validity test, which having a standard value in between 0.6 to +1. In repercussion to that, Ismail (2018) has considered that if value is relatively close to +1, then is described to have an important and exact research outcome. KMO Barlett's analysis

used to point the stability of data for structure detection in purchasing intention of ethnic customers in Malaysia. Bashir (2019) state that the test measure sampling adequacy of each variable of the model and for the complete model. The analysis is the measure of the proportion of variance among variables.

3.7.4 Analysis technique (Multiple regression and correlation)



Figure 3.7.1: Data analysis

(Source: created by Researcher)

Analysis technique is mainly affined to two major expectancies such as correlation as well as multiple regression analysis. Durbin-Watson analysis having sigma value less than 0.05 is used to measure regression analysis model. In collation, bivariate correlation is also useful for maintaining transparency of research framework. According to Haque (2015), it aids in addressing correlation among all dependent and independent variable by pretending its linearity as well as co-linearity. Bivariate correlation gives researches a vital tool to examine relationships between variables. This analysis helps to identify the quantity of the relationship between the

variables. This appraisal can further aid in the study of impact of buying behaviour of the customers based on their insights towards Halal meat.

3.8 Chapter Summary

In the above section, different types of methodological techniques are highlighted. Which are used for collecting, interpreting, evaluating related informational knowledge concerning of brand loyalty. It is overviewed that an appropriate measurement of gathered data and knowledge has significantly depended on hypothesis and implemented research questions. In relation to that, sampling technique, data analysis technique, data examining process is played major role in research framework. On that note, primary quantitative approach, exploratory research purpose, random probability sampling has been engaged in this context. These approaches are the backbone of entire research framework. Overall a methodical approach is undertaken to justify the processing of the research.

CHAPTER 4: FINDING AND ANALYSIS

4.1 Introduction

Different factors of data analysis program can influence the retention of stakeholders to enhance business growth rate in challenging market. In addition, researcher has to supply adequate information about different types of data analysis to introduce effective marketing decision regarding meat industry. This chapter delivers different data analytical factors such as reliability, validity, and normality to maintain consistency of different process. Reliability can measure efficiency of separate business frameworks for high productive performance of internal process. Moreover, normality may help management to construct effective structural framework of different distribution process. This is also useful for cumulative distribution for several business parameters. Researchers also represents appropriate validation test for data analysis for enhancement of research outcome for customer retention in halal industry.

4.2 Response rate

Response rate determines completion or return rates of information accumulation in the chosen population. The factors that readily influence response rates can be distribution protocols, response time, and sample population. Hence, it is essential for the researcher to obtain a clarified survey design that can be completed less than three minutes (Ab Talib, Motivations and benefits of halal food safety certification. , 2017). In a primary study, it is seen that response rate greater than 85% can be owed to distribution methods initiation on the data collection approach. This reduces incomplete or inaccurate data collection for the survey procedure. Overall distribution of 25 questionnaires has included information from 300 data sets while 35 were discarded and 7 failed to reply. Survey questions were filled with 300 to initiate an overall

distribution. Hence, response rate of data collected is around 90.01%. Hence, the data collection is appropriate with higher than expected response rate from the samples.

4.3 Demographic profile

4.3.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	176	58.67	58.67	47.8
Female	124	41.33	41.33	100.0
Total	300	100.0	100.0	

Table 4.3.1: Gender percent

(Source: Created by the researcher)

Both male and female candidates were selected for this study. Each and every respondent were potential buyers of halal or non-halal meat. Community population was approached near any halal meat shop, in supermarkets where halal food items are sold. From various researches it has been seen that gender become important issues for researcher by segregating men and women in particular studies other than various aspects related to biology. Identity of gender can have

noticeable impact on the decision of everyday living (Ab Talib, Ai Chin, & Fischer, Linking Halal food certification and business performance., 2017).

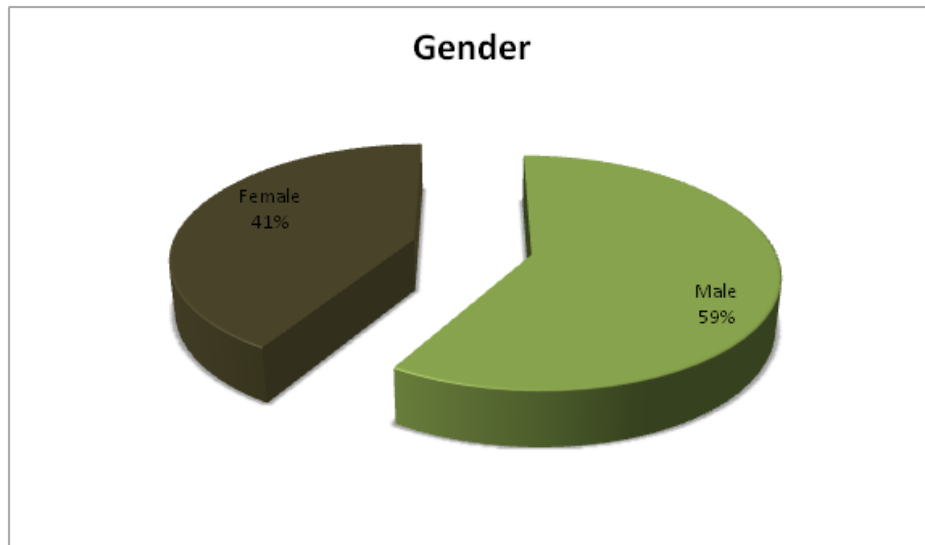


Figure 4.3.1: Gender percent

(Source: Created by the researcher)

As an example, women consider various factors on their process of taking a decision which is highly complicated from if compared with man. Women can pull out various different consideration before they take any decision. From past research it has been seen that men are relatively simple with their approaches of decision making. They use short amount of time and consider less factors while purchasing halal meat. From the study it has noticed that people who are belonging to female gender are thinks every aspects before they buy halal meat. It has been noted that they mainly tends to thinks cultural and sociological aspect of this country before they buy halal meat. On the other hand, male people of Malaysia do not think think much before going to buy halal meat. This also helps researcher to understand the psychology people.

4.3.2 Marital status

Marital status is considered as a societal status of an individual person, whether that person is married or single. Marriage can be seen as an person legally engaged with another person. However, there is not much evidence regarding to relevance of marital status towards purchase behaviour of an individual. Whereas, it can be seen from real life experience that single people are tend to spend more money towards several purchase. On the other hand, married persons like to save money for future references or tend to spend on their family.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	69	23	23	23
	Married	231	77	77	100.0
	Total				

Table 4.3.2: Marital status

(Source: Created by the researcher)

This statement has been made based on the analysis of people on relation of their marital status with spending of money as well as buying intentions. According to statistics, 300 individual people have taken part in the survey procedure. There is a table developed here to show the noticeable differences on marital status of sample size. Around 231 people or about 77% respondent is married here whereas remaining 69 people or 23% is single.

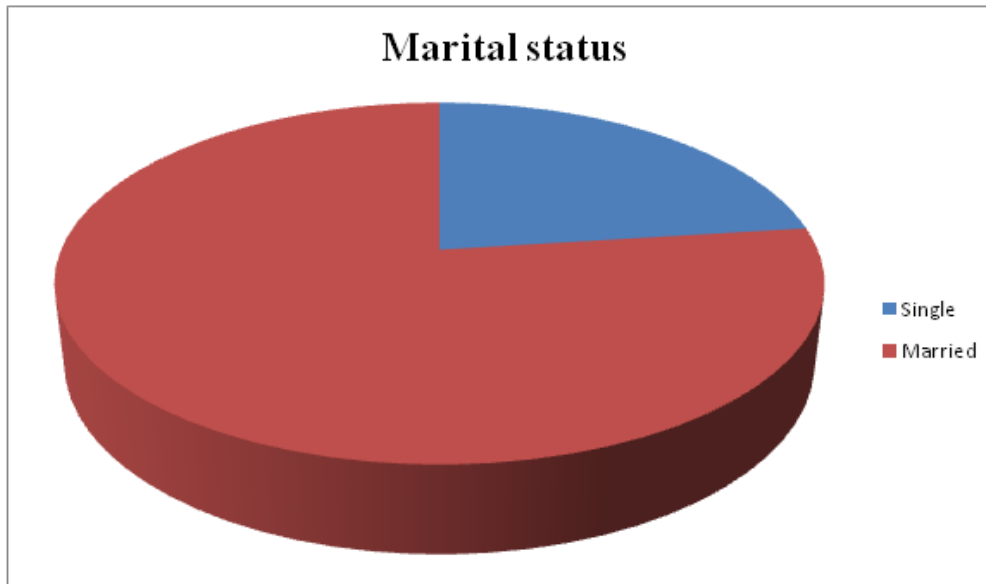


Figure 4.3.2: Marital status

(Source: Created by the researcher)

4.3.3 Age

Age is considered one of the main factors while considering behavior on purchase intention of people. This factor influences researcher to gather information from various age groups (Ab Talib, Md. Sawari, Abdul Hamid, & Ai Chin, 2016). The range of age that was selected for conducting this study ranges from 15 to 50. Different age level can lead to variation of results due to behavioural changes of people over different period of time. As an example, people who are relatively younger in this sample size have less experience about society of Malaysia. Therefore, the point of view given by relatively younger people can be considered as immature among the older age people.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 15 years old	125	41.67	41.67	41.67
	15-25 years old	50	16.67	16.67	48.4
	26-35 years old	75	25	25	85.3
	36 to 50 years old	50	16.67	16.67	100
	Total	300	100.0	100.0	

Table 4.3.3: Age percentage

(Source: Given by researcher)

Through understanding the point of view of older age people it can be stated that they have more knowledge about the society. Therefore, opinion given by them consider as more suitable in order to apply in the study (Aden, 2017). In this study age group that has been considered into 5 parts. this ranging from below 15 years, 15-25 years, 26-35 years, 36-50 years. In this study 125 people belonging in the rage of 15 years or below, 50 people in 15-25 years, 75 people in range of 25-35 years, 50 people over 36 to 50 years.

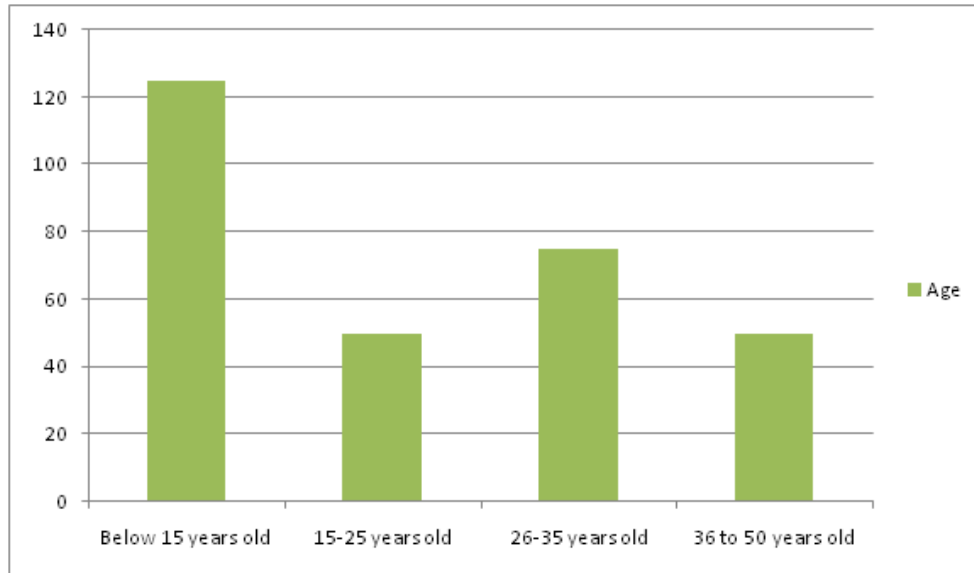


Figure 4.3.3: Age percentage

(Source: Given by researcher)

4.3.4 Educational background

In this part researcher will discuss about the academic qualification of sample size. in the past few researcher it has been seen that higher education leads to high desire of learning, keep an open mind towards new things and having proper skill sets to solve problem in effective manner (Aditami, 2016). A table has been provided below to show statistic of sample size to different level of academic qualification.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School	33	11.0	11.0	11.0
	Graduation	35	11.67	11.67	21.8
	Post graduation	97	32.33	32.33	58.8
	PHD degree	134	44.67	44.67	98.0
	Others	1	0.3	0.3	100.0
	Total	300	100.0	100.0	

Table 4.3.4: Educational Background

(Source: Given by researcher)

From the table it shows total 300 people who belongs to different occupation. There are around 134 people who are holding a PHD degree. 97 people are counted here for holding post graduation. On the other hand, 35 people have completed graduation level education and

remaining 33 people has completed school education. 1 of this sample has completed some other educational qualification.

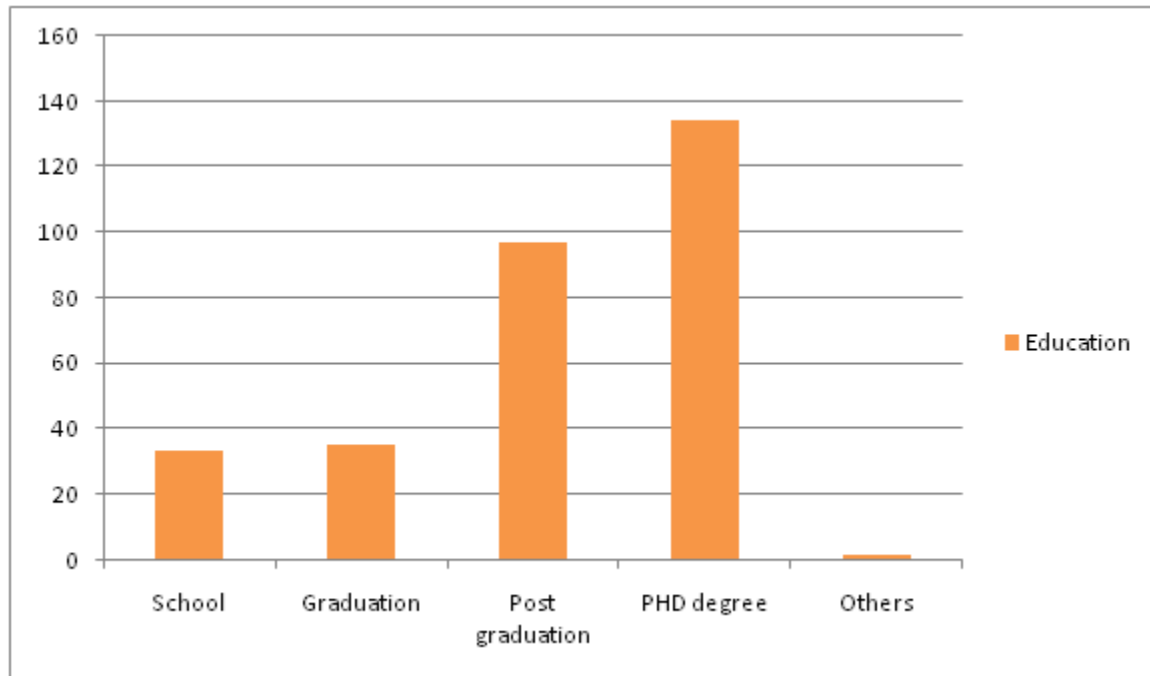


Figure 4.3.4: Educational Background

(Source: Given by researcher)

4.3.5 Household income

Level of income also plays a crucial role in this research study. Income level helps to determine financial status of an individual in the society (Aisyah, 2017). This enable researcher to understand the purchasing power of that individual and various wants which is closely related to finance.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM 1500 and less	93	31.0	31.0	56.9
	between RM 1500-2500	85	28.33	28.33	62.33
	RM2500 to RM4000	41	13.66	13.66	25.8
	more than RM4000	81	27.0	27.0	100
	Total	300	100.0	100.0	

Table 4.3.5: Household Income

(Source: Given by researcher)

According to this table, information shows that most of the people have income less than RM1500. 93 people of sample are belonging to this category. 81 people in this study belonging to the category whose income is more than RM4000. Statistics shows that 85 people belonging in the range of RM1500 to RM2500 and 41 people belongs in the group ranging from RM2500 to RM4000.

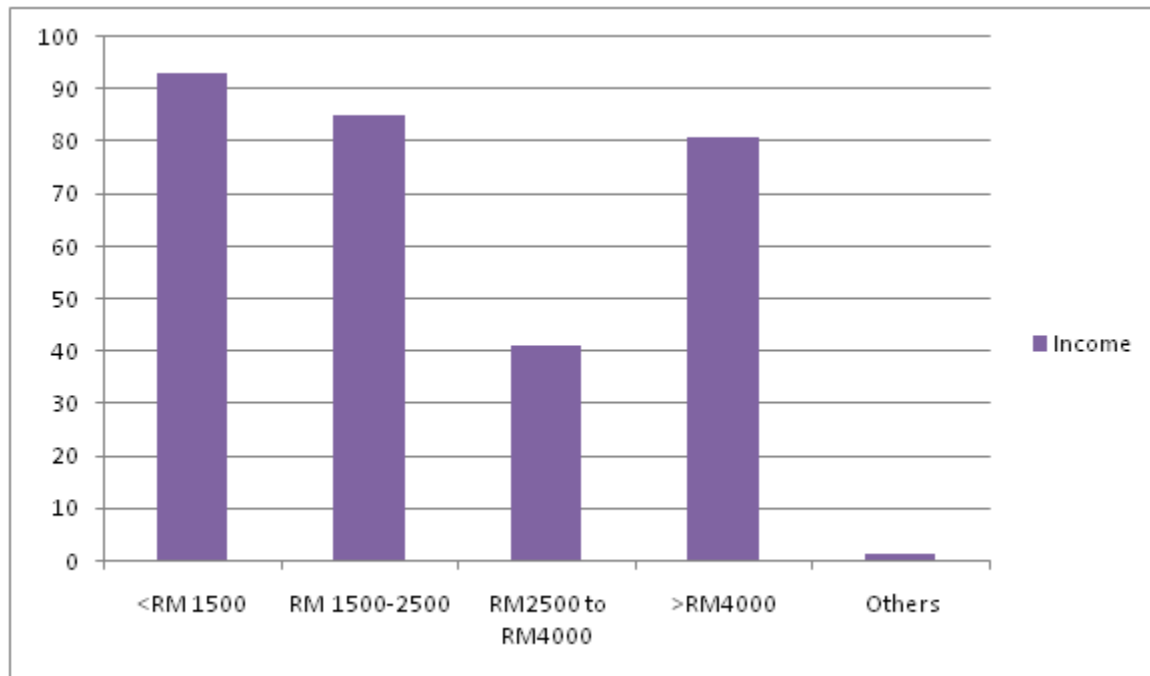


Figure 4.3.5: Household Income

(Source: Given by researcher)

4.3.6 Food preference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Continental Dishes	14	4.67	4.67	96.3
	Spicy Food	95	31.67	31.67	67.6
	Italian Food	22	7.33	7.33	87.3
	Thai Dishes	139	46.33	46.33	48.9
	Chinese Cuisine	30	10.0	10.0	100.0
	Total	300	100.0	100.0	

Table 4.3.6 Food preference

(Source: Given by researcher)

Food preferences also have some huge influence on the preferences of Halal meat on Malaysian people. People love to eat different kind of food belonging to various regions and according to those food preferences people buy meats according to their needs. From the study it has been seen that 14 people love continental dishes which is 4.67% of total sample. 95 people love spicy food which is 31.67% of total sample. Additionally, 22 people loves Italian food which 7.33% and Thai dishes are preferred by 139 people which are 46.33% and Chinese Cuisine is preferred

by 30 people of the sample size of research which is 10% of sample size. From the study it has been seen that people who love Thai foods are mainly preferred Halal meat whereas who love continental foods try to refrain from this meat. Psychology is a huge factor which plays a key role among these people.

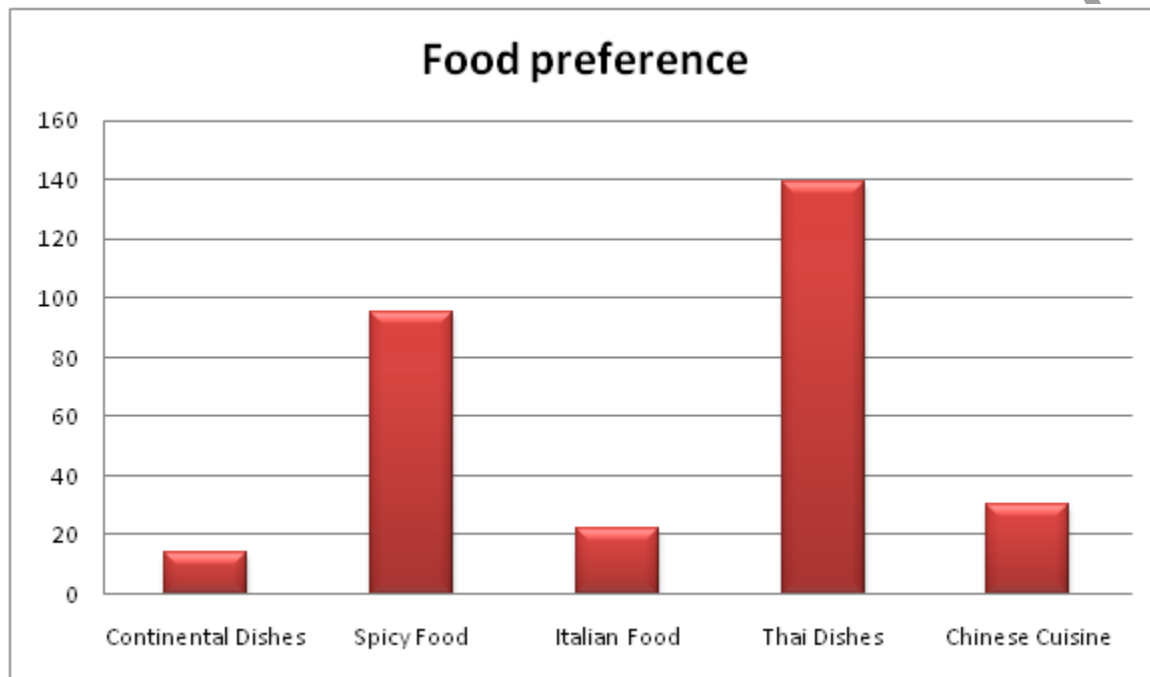


Figure 4.3.6 Food preference

(Source: Given by researcher)

4.4 Data screening

The sample population that was selected by the researcher are mostly efficient buyer of Halal and non Halal meat. The population was selected randomly with exclusion criteria of the basic knowledge about Halal meat and related items (Al-Ansi, Olya, & Han, 2018). Before answering respective questions it was confirmed that they have efficient knowledge about the concept of Halal meat. In addition to those questionnaires involving in the survey method also

contains relevant questions and ethnic beliefs of no one have been deviated. Hence from the above explanations, it is distinct there is no potential question regarding reliability of the data.

4.4.1 Normality test

Normality tests through Kolmogorov-Smirnov are suitable for symmetrical distributions (Ali, Ali, & Sherwani, Shaping Halal into a brand? Factors affecting consumers' Halal brand purchase intention, 2017). The null hypothesis of this research study is that the population is normal. On the other hand, alternative hypothesis entails that the population is not normal. In the above chart D refers to difference. df denotes degree of freedom and P is the statistical significance. In this chart the average value of P is higher than 0.05. This indicates that the test population is normal and it is normally distributed. In case of any missing in the collected data sampling, the missing data need to be erased or excluded in order to perform Kolmogorov-Smirnov normality test.

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Reaction time	114	6	.000*	.969	6	.001
1. Lilliefors Significance Correction						

Table 4.4.1: Normality test

(Source: Created by the researcher)

The columns show mean deviation to be 0.114 and 0.969 respectively for variables and rows show average reaction time. In this particular research study the researcher has followed K-S normality test (Ali, Ali, Xiaoling, Sherwani, & Hussain, 2018). On contrary to that, Kolmogorov-S normality test is non-parametric in nature. In this research sig is statistical significance that is nearly 0.000 and df denotes degree of freedom which is 6. This indicates that the test population is normal and it is normally distributed. In case of any missing in the collected data sampling, the missing data need to be erased or excluded in order to perform Kolmogorov-Smirnov normality test.

4.4.2 Reliability test

Parallel forms reliability usually evaluates consistency or reliability of two tests that were conducted similar way and from similar content domain (Aden, 2017). Dimensionality can also be measured through the method of exploratory factor analysis (Aisyah, 2017). Cronbach's alpha test is not considered as statistical tests rather it can be coefficient of consistency or reliability. The formula of Cronbach's test is written in terms of functions related to number of testing factors. It also considers average inter correlation between two or more than two items. In this research study Cronbach's alpha model has been utilized for the purpose of checking reliability of the collected data.

It is a type of scale reliability test. The results of this test come in terms of the value of alpha. A higher alpha values do not indicates the measure to be one-dimensional. Some additional analysis need to be performed in order to be one-dimensional of the questionnaires. The current reliability test of 300 sample populations has been performed using SPSS. Factor analysis process also measured in order to perform dimensionality of scale (Ab Talib, Md. Sawari, Abdul Hamid, & Ai Chin, 2016). The resulting α coefficient value of reliability varies

from 0 to 1 (Ab Talib, Motivations and benefits of Halal food safety certification. , 2017). A total of 5 variables in forms of questions have been selected in this research study. The data were subjected to analysis in SPSS and the outcome that was derived was as follows.

Variable	No of Items	Cronbach's Alpha
Personal attitudes	5	0.805
Brand trust	5	0.707
Habit	5	0.711
Brand loyalty	5	0.707
Customers' purchase intention	5	0.704

Table 4.4.2: Reliability Statistics

(Source: Created by the researcher)

The value of alpha coefficient for selected five sets of question is 0.805, 0.707, 0.711, 0.707, and 0.704. The value suggests that those selected items pertains respectively high internal consistency. The data above which reliability coefficient is considered as acceptable and reliable is 0.70. Hence, this data is very much reliable and consistent as a result of analysis. From the above analysis it can be concluded that the result that have been found in this Cronbach's alpha test can be truly reliable.

4.4.3 Validity test

Validity is relatively complex to analyse than reliability. It is conducted to determine the validity of the collected data. Factor analysis has been represented in this research study. In order to find validity of the opted outcomes descriptive statistics have been followed. There are several methods are available to determine validity of a research project, these are content validity

criterion related validity and construct validity. The main concept that needs to be understood that for a particular data to be valid at first it needs to be reliable.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.847
Bartlett's Test of Sphericity	Approx. Chi-Square	1365.040
	df	300
	Sig.	.000

Table 4.4.3: KMO and Bartlett's Test

(Source: Created by the researcher)

When the value is 0, rejection of null hypothesis occurs. From the below test of KMO and Bartlett it is clearly visible that sampling adequacy value is 0.847 which is highly acceptable. The sampling adequacy is only accepted when the value ranges from 0.7 to 0.8. The degree of freedom is also showing a value of 300 which signifies that all the accumulated data is valid. The communalities table indicates the degree of variance present among variables. It is accounted in terms of extracted factors. Value over 0.5 is generally considered for further analysis. In this case, majority of the data are around 0.5. The component matrix shows a total of seven components (Ali, Xiaoling, Sherwani, & Ali, Antecedents of consumers' Halal brand purchase intention: an integrated approach, 2018).

4.5 Exploratory data analysis

4.5.1 Correlations

Multiple regressions can be expressed as extension of linear regression in a complex way to evaluate or predict different variables. Several variable is depends on prediction of targeting and outcome. Seller of Halal meats has to analysis different regression variables to examine consumptions and interest of their customers to purchase. Multiple regressions contribute on determination process to evaluate variances of performance enhancement program of customer interest for relevant marketing strategies (Ali, Xiaoling, Sherwani, & Ali, Antecedents of consumers' Halal brand purchase intention: an integrated approach. , 2018). Sellers also have to develop quick regression process for multiple regression statistics for valid assumptions based on the descriptive statistics given below.

		IV 1	IV 2	IV 3	IV 4	DV 1
IV 1	Pearson Correlation	1	-.126*	-.012	-.066	-.041
	Sig. (2-tailed)		.029	.838	.257	.475
	N	300	300	300	300	300
IV 2	Pearson Correlation	-.126*	1	.076	-.011	-.005
	Sig. (2-tailed)	.029		.187	.848	.927
	N	300	300	300	300	300
IV 3	Pearson Correlation	-.012	.076	1	-.158**	-.028
	Sig. (2-tailed)	.838	.187		.006	.634
	N	300	300	300	300	300
IV 4	Pearson Correlation	-.066	-.011	-.158**	1	.017
	Sig. (2-tailed)	.257	.848	.006		.765
	N	300	300	300	300	300
DV 1	Pearson Correlation	-.041	-.005	-.028	.017	1
	Sig. (2-tailed)	.475	.927	.634	.765	
	N	300	300	300	300	300

Table 4.5.1: Bivariate Correlations

(Source: Given by Researcher)

Halal meat production organisation or sellers have to check different regression process of SPSS through collection of effective data. In case of multiple regressions, it is essential to choose several assumptions to check different work progress in meat production industry. SPSS can deliver data analysis process to sellers of halal meat productions. Similarly, sellers have to assume various processes to overcome different risk or influences in customer purchase intentions. This analysis of correlation aids the researcher to understand every variable which possess strong impact on research outcome. Judging from data the correlation of independent variables, it can be seen that the information is ranging from the values of 0.01 to 0.1. There is only one value which is perceived excluded in variables (Mamman, Ogunbado, & Abu-Bakr, 2016). In the correlation, if the information between influences of shopping characteristics of halal meat gets higher influence of variable become greater towards the behaviour on duty shop which is free of cost. When sigma value becomes lower than 0.05 or equal to 0.05 then it helps to develop the correlation of variables and can be defined as positive.

The correlation between behaviour of shopping of Halal meat and its quality is shown by Pearson correlation through evaluation of 0.126. Therefore, it can be said that these two variables have a moderate relationship between them. P value is lesser than equals 0.05 that means that there is noticeable correlation between these two variables. Shopping behaviour of people and their perceived price is in positive relationship. Pearson correlation showed that the value is 0.006 which is highly significant value of perceived price and also below 0.05. This means that it has significant relationship (Mullin & Harper, 2016). After this, correlations of gathered data of shopping behaviour and mixture of product also have the correlation association where the Pearson correlation value is 0.06. Finally the last data shows that there is no positive correlation between perceived value and shopping behaviour.

4.5.2 Multiple regression

Each and every variable of multiple regressions are correlated to each other which has vital role in customer purchasing retention. Based on SPSS data analysis, sellers understood different problems regarding contribution of their employees in halal meat. Multiple regression guided sellers to detect different issues in Halal meat production industry to deliver quality service to consumers. Multicollinearity inspection has been analysis various interrelated determination statistics for regression of different problems. Multiple regressions can be referred to an extended part of linear regression. It is mainly used by the researcher to understand value of variable driven by multiple variables (Kusumawardhinia & SRI RHH, 2016). The variable here which researcher wants to predict is called the dependent variable.

The variables which are used here to predict the values of dependent variables are referred to independent parameters. This is also referred to as the predictor, repressor or explanatory variables. Researcher used multiple regression process to analyse evaluation process and its predictions based on revision time, anxiety of test and gender of Malaysian people. In addition to that, it also helps to understand the quantity of Halal meat consumption on the basis of age, income and gender differences among the sample size that have been considered here. It also allows to evaluate overall model variance and relative predictor contribution in total variance.

There is strong relationship between different independent and dependent variables of SPSS software for progression of grapes to create collective plots. Since, the scatter plots are displayed in SPSS software, thus, sellers might understand the linearity of plot for creation of partial regression plot. Furthermore, sellers checked interpretation of different scatter plots of SPSS software to implement using statistics of different variables. On the other hand, sellers may

assume appropriate variances to introduce regression guided principles to collect faith of consumers regarding Halal meat. Predictive values have been calculated by sellers to guide their process according to SPSS statistics. Similarly, information of customer data has been analysis through several data analysis methods for success in competitive meat production industry.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.393 ^a	.155	.075	838	2.041

Table 4.5.2: Multiple regression analysis

(Source: Given by Researcher)

These assumptions have been based on the regression of datasets achieved through statistical analysis. Dependent variables of multiple regressions such as performance, intelligence, and duration of time have been measured by application of linear scale. Moreover, seller has to implement ordinal regression if they want to measure dependent variables ordinal scale. SPSS can guide sellers regarding implementation of products to enhance customer intention. There are two types of variables for Halal meat which are ordinal and nominal variables for several processes in meat production industry. Gender, physical activity level, and ethnicity are in nominal variables, thus sellers should understand impact of different factors for implementation of effective marketing techniques. Similarly, different Halal meat producers can uses Durbin-Watson statistics to introduce test to check observation of which are collect from SPSS software.

According to Durbin-Watson statistic, appropriate procedure is required to guide multiple regression guides for retention program.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.035	.690		5.848	.000		
	IV 1	-.104	.046	-.135	-2.247	.025	.879	1.138
	IV 2	-.067	.046	-.085	-1.440	.151	.917	1.090
	IV 3	-.033	.047	-.043	-.719	.473	.905	1.105
	IV 4	.028	.046	.036	.612	.541	.904	1.106

Table 4.5.3: Coefficient test

(Source: Given by Researcher)

The given equation is given in the type of regression forms chosen with the independent predictors in this study. $DV = 4.035 + -.13IV2 - 0.043IV3 + 0.036IV4$

IV1: Personal attitude

IV2: Brand Trust

IV3: Customer Loyalty

IV4: Purchasing habit and intention

Sellers has been determining different performance measurement program to observe representation techniques for their halal meat production process to deliver according to their consumer interest. SPSS reflected on different unusual points as well as outlined appropriate points for classification of several negative influences in customer intention. SPSS also detected accurate ways for Halal meat production to attract their customers through multiple regression methods. Similarly, buyers apply various practical approaches to deal with several influencing factors. In order to access success in challenging meat production industry, sellers of different organisation should involve in determination process to evaluate significant outlier. As well as, sellers collected interest score of their employees to determine dispute areas in halal meat production industry.

From this coefficient table, it is deduced significant variables are given in this table. The principles are mainly followed in which P value shows lower value than 0.005. The information stated as P value is an independent variable includes customer perception, loyalty, brand image and habit. Whereas, looking towards another data which helps researcher to define the multi-collinearity issue by proper analysing VIF (Variance Inflation Factor). Value of VIF should low than 10 to make sure that there is no problem among multicollinearity in the research. Therefore the result of VIF on every variable showed the number that is all above 10. This means that the data available for further analysis in future.

4.6 Hypothesis

Hypothesis testing refers to statistical analysis method which involves a systematic theoretisation of analytical tests. As seen in this study, the researcher has proceeded with 4 hypotheses. The assumptions have been developed in the presence of sequential population indicators. This methodology that has been employed by research analyst is driven by the data and its respective nature. Hypothesis testing can be utilised in relevance to infer the hypothesis results that has been performed on the sample information collected from larger populace (Briliana & Mursito, Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta, 2017). In the present hypothesis testing, analysis of statistical samples of customers who are inclined to purchase Halal meat has been utilised. The goal of this hypothesis development is to accept or reject an influential null hypothesis.

The table given below sheds light on the fact that three of the hypotheses developed have been accepted. On contrary, the test includes the first hypothesis that has been rejected owing to the significance level amounting to more than 0.05. The analysis of the present hypothesis has helped to undermine the truth of primary hypothesis (Fathi, Zailani, Iranmanesh, & Kanapathy, 2016). As seen below, three out of four hypotheses are true. Hence, it can be stated that primary hypothesis formed in this research has been accepted (Ali, Xiaoling, Sherwani, & Ali, Antecedents of consumers' Halal brand purchase intention: an integrated approach. , 2018). Statistical appraisal through Pearson's correlation can be considered through appropriate measurement and examination of random population sample being analysed. The researcher has thus rejected the null hypothesis based on the sample of random population. In order to appraise contrasting hypotheses, null and alternative segments have been presented through comparative

parameters. The hypothesis testing can be beneficial in this area as it helps to understand the parameters that post significant impact on the buying behaviour of customers in Malaysia.

Hypothesis	Significant	Result
H1: There is a strong and realistic relationship between buying intention of Halal Meats with aversive personal attitudes.	0.993	Not Supported
H2: There is a strong and realistic relationship between customers purchasing intentions and brand trust in customers.	0.008	Supported
H3: There is a strong and realistic relationship between decrease in customer's loyalty over Halal organisations and purchasing intention of customers.	0.019	Supported
H4: There is a strong and realistic relationship between habit to buy or tendency to eat non-Halal or Halal meat among the customers and buying intention of consumers.	0.038	Supported

Table 4.5.4: Hypothesis acceptance and rejection

(Source: Given by Researcher)

4.7 Summary

Based on the above discussion about data analysis for development process, different influences have major impact on customer purchase intention for organisational growth in competitive market. Chapter 4 analysis provides attitude of employees to increase customer

interest to purchase meat in competitive food industry in Malaysia. Management of several food organisations have to implement effective data analysis techniques for analysis of several business information through appropriate management strategies. It can be summarised that, this study analysis different brand management techniques through analysis previous purchase information of customers to deliver loyalty program for meat industry.

FOR SAMPLE USE ONLY

CHAPTER 5: DISCUSSION

5.1 Introduction

This chapter has aimed to evaluate aspects of branding and customer demand of halal meat in Malaysia. There are several factors that are affecting branding and customer's mindset for sales of halal meat. It has been mentioned that halal meat is very popular product in Malaysian food industry. However there are several factors that are affecting market consumption and business expansion that is related to concerning food product. In this regard, cultural aspects like sharia law are significant factor and according to that halal meat has gained popularity in Malaysian market. This chapter has discussed about factors that are making negative impact on customer's mind, absence of brand trust in concerning business and effect of this absence on customer's mindset.

5.2 Discussion of the study

Attitude of any individual people or a group of people depends on beliefs, attitudes and various action tendencies. Objects and ideas become associated in the mindset of an individual person of the society of Malaysia. Mindset of this country people have negative effect on purchasing of Halal meat and factors that are generating this attitudes are discussed below. In every society of Malaysia there are some people who want to live a harmonious life. Those people want to avoid any conflicts with other people that are quite unnecessary. These people tend to develop positive attitudes most of the issues and objects. Therefore most of the people do not want to buy halal meat as it can give rise to cultural conflicts in the society.

These attitudes can help people to develop positive attitudes towards most of the issues (Aslan & Aslan, 2016). It can be seen that social roles and norms have strong influence on

attitudes of Malaysian people. This social role can be related to how people can behave towards a particular issue to avoid any potential social and cultural conflicts. Sometime direct instruction can influence the attitude of Malaysian people towards purchasing Halal meat. As an example, if people see the halal procedure then sometimes those people do not want to eat that because of psychological stress. This can generate negative attitude towards halal meat in future. Family is an influential source in formation of attitudes among Malaysian people. Parents and other family members mainly provide helpful information about halal meat that can sometimes have adverse impact on the purchasing halal meat.

Attitudes developed by a Malaysian individual can be positive or negative and that are result of family influence (Balogbog, 2018). However, this is highly powerful as well as difficult to change and have long term effect on the psychology of people. Proper formation of an attitude may get influenced by prejudice. Sometimes people of this country prejudice halal meat without considering evidence that is unbiased. Prejudices are specific ideas that are previously conceived. This generates attitudes towards objects or an issue. If people of Malaysia prejudice against halal meat then negative attitudes can be developed that is regardless of proper evidence. Also these prejudices can be developed in favour of this halal meat. Personal expression of an individual has strong influence on development of attitude. These attitudes can be formed when this personal experience is associated with some emotional factors (Benabdallah, 2017).



Figure 5.2.1: Factors behind negative attitudes in consumers

(Source: Given by researcher)

Halal procedure can generate strong adverse emotional issues while an individual is experiencing that and it results negative attitudes towards purchasing it in future. Media is a mode of communication and it also has strong influence on the attitude of people. Way of showing an issue in media can shape opinions and belief of people. Any bad news on halal meat can generate negative attitudes towards buying on that product in the society of Malaysia. Educational and religious factors also have strong effect on people motivation. Education and religious factors develop understanding and various moral concepts that have impact on attitudes of people. Proper understanding of good and bad can be obtained from religious information.

Attitudes of customers are consisting of customer belief, feelings and various behavioural intentions towards purchasing halal meat in Malaysia. These all components are seen together as they are independent (Borzooei & Asgari, 2016). However, this together represents an effective

force that has strong influence on consumer buying behaviour. Some consumers hold strong negative beliefs towards halal meat. These negative beliefs depend on the individual or situation that they have experienced. Beliefs that hold by the consumers also need not to be accurate and some of them developed upon rigorous evaluation. Sometimes consumers hold many beliefs that have huge adverse impact on the purchasing of halal meat whether the product is good or bad for health. Feeling of the consumers of Malaysia is based on beliefs towards halal meat (Briliana & Mursito, Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta, 2017).

However, there are also some beliefs irrespective of personal beliefs. As an example, extreme vegans of this country believe that animals in this cruel way is morally wrong and generate conflicts in the society which results in cultural and societal unrest. Behavioural intention is the plans that consumers do with respect to a particular object. This is sometimes having logical consequences of belief. However it can sometimes reflect other various factors. As an example some consumers do not like halal meat however when they are attending any social gathering then that individual person can consume that meat. Behavioural intentions are closely related to the prejudice of a customer. Consumers of Malaysia mainly do not consider halal meat because of some prejudices that have already been developed due to family and society (Borzooei & Asgari, 2016). Changing attitudes is also a significant factor that has adverse impact while considering halal meat. In order to maintain cultural harmony some people of Malaysia do not consider halal meat nowadays.

Change in society also has an impact on buying intention of this product as change in belief can take place due to society. Emotions are also related with the negative attitudes towards buying halal meat. Experiencing halal procedure may generate negative emotions among the

people which have long term impact on the psychology of the people. According to **Functional Theory of Attitudes** ego defensive function also have negative impact on purchasing halal meat. Some people of Malaysia feels that purchasing and consuming halal meat might have impact on the self image. This attitude is highly difficult to change as according to human psychology individuals deny their own unsettling aspects. According to **ABC Model of Attitudes** behaviour, cognition and affect has high impact on buying halal meat (Briliana & Noviana, The antecedents and outcome of Halal cosmetic products: a case study in jakarta indonesia., 2016). Personal knowledge, feeling and doing also have impact on the purchasing of this product from Malaysia market. Affect is the feeling of the customer regarding to a particular product. In this present context, this affect represent emotion as well as personal opinion about the halal meat.

Behaviour towards this product is response of customer that developed from cognition of that individual. Behaviour of consumers shows intention whereas cognition is belief of an individual person of Malaysia or particular knowledge about this specific product. Purchase intention of Malaysian people is the likelihood of an individual of purchasing a product. It can also be the need of product that drives people to buy them. Customer intention of buying halal meat has huge impact towards selling rate of this product. Consumers have their own ideas and experiences on what they intend to buy. From the perspective of business purchasing intention of consumers of Malaysia is something that has significant impact on the sales (Fakih, Assaker, Assaf, & Hallak, 2016). Purchase intention of consumers is one of the influential factors that can make sure long life span of a business. As long as consumers want to buy halal meat from market, business can have a change to stay alive with steady rate of growth that is irrespective of availability of products.

Purchase intention of consumers also highly dependable on different variables. These factors can sometimes have adverse impact of the business. These factors can have a chain reaction on purchasing intention of customers. Social image has strong impact on the selling rate of halal meat. Uniqueness of product also have influence in the selling rate as particular group of people always intend to buy that specific product from the market. This can have impact on the business. Proper development of face for brand needs effective planning and implementation of efficient strategies has impact on the selling rate of products. Marketing campaigns can be introduced to share information on halal meat which is a huge part to generate trust towards this product (Fakih, Assaker, Assaf, & Hallak, 2016). An effective media face should be developed in Malaysian market in order to increase the sales rate of halal meat. Emotional factors towards these products should be considered and effective planning should be done according to it. Without proper commercialisation awareness could not be generated which may increase adverse affect towards selling rate of product.

Trust is viewed as one of the most important part for developing stable as well as collaborative relationship between seller and consumers. From research it has been seen that developing an effective trust is highly essential maintaining long term relationship while selling halal meat. Trust on the market only exists when consumers have confidence on the quality of products that is delivered to them. Trust between sellers and consumers generate positive intentions among consumers to buy this particular product from the market which make sure maintenance of productivity. Sellers of halal meat must maintain quality of product in order to maintain trust which is essential for relationship. Lack of brand trust can have adverse impact on selling of halal meat. Sellers have to make promise that they fulfil expectation of customers. It is an important part that makes consumers loyal to the brand (Fathi, Zailani, Iranmanesh,

&Kanapathy, 2016). Without proper trust between consumers and sellers product providers cannot enter in loyalty test.

In order to build trust important information regarding to halal meat should be provided to consumers. Consistent demonstration of product quality should be provided to avoid lack of trust. Sellers of products can also develop emotional trusts if they can convince consumers that quality test has been done rigorously to supply best possible products. Trust is positively correlated with loyalty and lack of trust can decrease selling rate products. Service quality is also interrelated with trust as bad service quality can results not buying of same products twice from market of Malaysia. Service quality of halal meat can be defined as the ratio between customer perception and actual product service.

Bad service leads to bad impression generation among customers and this can damage trust between sellers and consumers (Haro, 2016). Lack of effective strategy for selling halal meat can leads to decrease in sales rate of product. If customer remains happy with the product quality and service then trust will generate. Therefore sellers of Malaysia always should focus on providing outstanding quality products and services to their customers. Sometimes verbal interactions with the consumers can generate trust among them which might reflect on the on the productivity. Therefore to avoid lack of trust sellers of halal meat should interact with their consumers perfectly. Trust is a factor that makes an average consumer of Malaysia believe that sellers will provide quality products as they stated. In summary it can be said that relationships between sellers and customers, satisfaction level of consumers and loyalty has huge impact on trust.

5.3 Implication of the findings

Brand trust on purchase intention deals with human psychology that induces consumers to get attracted to a product and purchase. This study has evaluated both brand personality and brand trust in branding of halal meat in Malaysian context. In order to evaluate this branding, purchase intention plays other significant role in case of branding and sales of halal meat products in Malaysian context. Brand personality influenced buyer's motive and perception in case of dealing in halal meat business. Brands that are dealing with this product in Malaysian context make note about preference of their customers over halal meats and its impact on spiritual as well as cultural behalf of society (Hassan & Hanif, 2017). On the other hand, brand trust has been mentioned as another all metal aspect of dealing in halal meat.

Brand personality or brand trust derived from five important variables; *excitement, sincerity, sophistication, competence and ruggedness*. It can be said after observation that in regard to halal meat, consumers can be diversified into particular religious community in Malaysian context. It has been mentioned earlier that *Sharia Law* has certified halal meats and they have a different customer base in international market (Hendijani Fard & Seyyed Amiri, 2018). Branding factors of halal meat make effective excitement among customer base. In Malaysian cultural aspect there are a huge number of particular religious communities who have trust on halal meats and purchase these products according to their need. In due course, some halal brands have enhanced their price and demand in market due to customer's faith on their product. Malaysian market has witnessed highly competition due to existence of different companies that are operating business in halal meat industry (Hassan & Hanif, 2017).

In case of cultural and religion aspect, it can be stated that religion is the core pillar that decides social and behavioural attributes of a society. In case of halal meats, marketer primarily

focuses on religion basis of their customers. In order to observe, that, they first focus on their local customer and their base. They also focus on scope of international marketing. Intention of Malaysian companies for expansion in international market is to getting a multinational status that can be helpful for them to increase price of their products and demand in both local as well as international market.

According to statistics, maximum companies that are dealing in halal meat business in Malaysian market are none certified. Thus, customer loyalty of these companies is being decreased. Apart from certification, Logistic performance can be pointed out as another major reason for this decrease. Disability of logistics provider and supplier of meats has been framed as major reason for poor logistic performance of concerning sellers (Kusumawardhinia & SRI RHH, 2016). There are five segments of logistic performance that are responsible for poor logistic performance of halal meat product seller in Malaysia are; quality contact, information, order standard, condition and discrepancy. Logistic operation of Malaysian halal meat companies are based on these variables.

Quality contact is based on customer's feedback depends on quality of halal meats that has been commercialised by concerning merchants. This variable also includes behaviour of employees and suppliers of concerning product business. Malaysian client base has complained about customer retention policy and product quality measurements that are being followed by concerning traders (Khan & Haleem, 2016). According to trend of competitive market, customers have authority to purchase meat from their preferred sellers as per spiritual perspective. Service quality of meat suppliers is another reason for decreasing of customer loyalty over halal meat companies.

In case of business expansion in international market, service quality and product are two most important variables. In case of Malaysian halal meat companies, they are not succeeding to get a goodwill in customer service quality and product management (Lee, Siong, Lee, & Kim, 2016). Technical advancement is a prudent factor in this sector for meat processing and preservation. In case of maintaining international business based on export, Malaysian companies are not accustomed to maintain scientific tools to preserve halal meats. Therefore, other companies from different countries have snatched market popularity from Malaysian companies. These companies are trying to expand their business in Malaysian market thus induce effective competition into Malaysian halal meat market.

Some market segments of Malaysia has witnessed selling of non halal meats that are mainly for people who do not belong from cultural or spiritual value that have been followed by maximum Malaysian inhabitants. In this regard, labelling process is important for traders who deal in both halal and non halal meat sale and distribution. In case of halal meat, maximum people of Malaysia prefer to buy it for socio cultural belief. Along with religious perspective, many environmentalists along with food scientists have stated that halal meat products are more effective than non halal meats (Haro, 2016). In case of pricing of halal and non halal meat that halal meats maintain price stability in Malaysian market. Halal meat has a continuous demand in Malaysian market due to socio cultural needs. On the other side, non halal meats are not available in every part of concerning country or market (Mohamed, Rahim, Ma'ram, & Hamza, 2016). Therefore, price discrimination has been witnessed in no halal meat buying habits. Cattles are primarily being used for both halal and non halal meat buying habits.

Preference of halal meat has been primarily formulated by religion perspective and seconded by youth population of Malaysia (Pearson, 2016). Therefore, it can be said that youth

of Malaysian society are also accountable for makin halal meat popular over no halal meat. In case of trader's perspective, it can be said that socio cultural notion plays pivotal role in both halal and non halal traders of meat (Hendijani Fard & Seyyed Amiri, 2018). Halal traders are being witnessed to share vast communal harmony and equality in socio cultural perspective. On the other hand, traders who deal in non halal meat are from different socio cultural as well as spiritual perspectives (Pearson, 2016). Retail shops who operate their business in Malaysian context mostly stock halal meats to maintain growing demand of halal meats in both rural as well as urban sector. Different restaurants and hospitality companies that deal in concerning country also use halal meats to serve their clients. On the other hand, non halal meat traders do not possess equal popularity in concerning market as halal meat and relinquished in a remote markets of concerning economy.

5.4 Contributions of the research

There are different factors that contribute to this research about halal market expansion in both national and global markets of Malaysia. Among those factors; population, environmentalism, people's choice, market segregation and certification can be mentioned as prime factors. Population of Malaysia is a major factor that contributed to this study in case of expansion of halal meat in markes (Putri, 2018). This study has also contributed through evaluating performance of Malaysian population for halal meat market. It has shown that youth of Malaysia have made effective focus on halal meats. Both halal and non halal meat once shares equal saling importance in Malaysian market (Briliana & Noviana, The antecedents and outcome of Halal cosmetic products: a case study in jakarta indonesia., 2016). Halal meat only got importance in rural areas due to religious perspective. However after concerns of

environmentalists as food scientists people from urban area also show their willingness to purchase halal meats.

In international market, there are other countries that prefer halal meats due to share same socio cultural as well as religious perspective like Malaysia. Therefore, Malaysian halal meats have scope to expand in international market (Rafiki, 2019). Other people, who do not share same socio cultural as well as spiritual belongings like Malaysia, have trend to purchase halal meats. Environmentalism is another important factor for expansion of halal meat in both national as per international sector. Environmentalists as well as food scientists have also stated that halal meat products are comparatively safer than non halal products (Aisyah, 2017). National as well as international food market has tried to follow food habits according to health and hygiene. Therefore it can be stated that halal market has gained popularity after getting certification of environmentalists as well as food scientists (Rejeb, 2018). Halal consisted to cattle flesh apart from pork and scientists have stated that pork possess worms that can cause internal harm in human body.

This study contributes to highlighting the reasons for expansion of halal meat business in international market.

Many other countries who do not share same culture as well as spiritual thought with Malaysia are also consuming halal meats for its effectiveness. People's choice is another significant factor for expansion of halal meat in national market of Malaysia as well as international market. Two aspects can be depicted here as prime reason of people's choice; spiritual aspect and environmentalists concern. Popularity of halal meats in Malaysian market gains because of religious aspect. Religion that is being Malaysian people has forbidden to intake meats other than halal (Saifudin, Othman, & Elias, 2017). Conventionally it was only popular in

rural areas of Malaysia. However, youth of Malaysia have conveyed its effectiveness into urban lifestyle. Therefore, halal meat has its popularity in both rural as well as urban lifestyle of Malaysia. On the other side in international market, people of different countries are purchasing these halal meats for its effectiveness in health.

Market segregation is another prime reason for getting popularity for halal market in both national and international sector. Market segregation deals with price hikiings and demand and supply. It has been noticed in Malaysian context that halal market has price stability in both urban and rural market of Malaysia (Aisyah, 2017). Other factor is supply and demand, halal meat market deals with cattle animals that are being supplied to traders at the time of need. In case of international market, halal has been preferred by their buyers (Sherwani, Ali, Hussain, & Zadrán, 960-981). Therefore, there market segregation has been based on diversification of meats. In case of certification, both religious and cultural aspect of domestic market has induced popularity of halal meats in Malaysian market.

This study has contributed to the insights of environmentalists and food scientists in case of certified halal meats.

Halal meats have a successful client base in Malaysian market. Malaysian meat traders maintain significant plan for selling halal meats. They planned this business strategy after observing attitude of customers in Malaysian market (Sherwani, Ali, Hussain, & Zadrán, 960-981). This plan of traders deals with quality of meat, communication with customer and certification from both religious and scientific perspective.

Product quality is a significant pillar of any business operation. In case of halal meats in Malaysia, sellers claim about quality of those meats in freshness and effectiveness. In case of meat business, fresh meats help sellers to conduct selling procedure in a smooth manner. They

induce scientific technique to keep freshness into those meats (Sherwani, Ali, Hussain, & Zadran, 960-981). Other than these measurements, they display living cattles into their shops and prepare halal meats from them. Therefore, customers go to them and collect fresh halal meats.

Communication is other all metal perspective for business operation and a vital part of their customer retention policy. Traders from Malaysian halal market maintain communication with their customers and often provide them door to door service (Aden, 2017). This service is mainly focus to keep touch with older customer. On the other hand they collect feedback from their clients about their food products (Soon & Wallace, 2017). They also induce suggestions from their customers to business operations. They also maintain effective communication among their traders association to perform accordingly and provide back up to other traders in case of business problem.

Traders of Malaysian market observe changing market trends driven by product certification and customer needs.

It has been already mentioned in this study that most people of Malaysia prefer halal meat as their preference according to religion. Previously this trend was being followed in only rural areas of Malaysia (Tieman, 2017). After mentioning statutory declaration of environmentalists, halal meat has got popularity in urban areas of Malaysia. In this regard, traders have planned to maintain effective strategy to attract urban people to their product. In this regard they have started to pack their products in attractive module. They follow different style of performing their trend in rural and urban areas. In rural areas they have effective customer base. However, in urban areas, dealers of non halal meats are present who induce effective competition to halal meat traders.

5.5 Recommendations

Recommendations are given on factors that can have an effect on the selling rate of halal meat in Malaysian market. These main recommendations involve understanding factors like needs of family members as an individual. However, negative reviews of consumers have adverse impact on business to operate in future. Any kind of negative comments regarding to products can put off those people who have not purchased this specific product yet. Negative comments can drive away potential buyers which bad while maintaining selling rate. In order to make sure that get positive reviews about the products, sellers need main the quality of products. Potential studies should form an opinion before considering the factors of halal meat as a purchasing product (Farhan & Andriansyah, 2016). Hence, quality of halal meat is one of the most influential factors that affect purchase intention of Malaysian people. Maintenance of quality of product is most important than recommendation that product receive (Fathi, Zailani, Iranmanesh, & Kanapathy, 2016). If consumers get low quality product from market then they might not provide a second chance to the sellers. If suppliers try to compromise with the quality of meat or going back to previous quality after gaining noticeable customers then it will lead to decrease in selling rate of products.

5.6 Research limitations

Major limitations of the study involves that it has not shed light on brand personality and brand trust that deals with modernisation of customer base. Modification of choices, tastes and processing's make impact on brand trust as well as customers purchase intention. In case of globalise their products, Malaysian halal merchants maintain their product quality and price

control system to achieving popularity of their product in international market. There are other countries also who share same religious as well as cultural base like Malaysia and companies from those countries provide an effective challenge and competition to Malaysian halal meat merchants.

5.7 Conclusion

Hence, it is concluded that different factors that are affecting Malaysian halal meat industry can be termed as a popular business sector in concerning country's business sector. It has also relevance with islamic sharia law that has been followed by Malaysian society. This study has evaluated decreased customer's loyalty over those companies who deal in Halal meat products. This chapter has also evaluated relationship that is being shared among halal product sellers and non halal product sellers. Significant factors that are responsible for expansion of halal meat business in domestic market in Malaysia as well as international market have also included in this report. Planned behaviour of different companies that are dealing in halal meat in Malaysian market has also been discussed in this study.

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Appendices

Section 1

1. What is your gender?

- ☐ Male
- ☐ Female

2. How old are you?

- ☐ Below 15 years
- ☐ Between 15- 25 years
- ☐ Between 26-35 years
- ☐ Between 36-50 years

3. How far have you studied?

- ☐ Up to School Level
- ☐ Completed Graduation
- ☐ Completed Post-Graduation
- ☐ Completed PHD
- ☐ Others

4. What is your earning per month?

- ☐ RM 4000 and less
- ☐ RM 4001-10000
- ☐ RM 10001-15000
- ☐ RM 15001- RM 25000
- ☐ RM 25001 and more

5. What are the types of food that is preferred by you most?

- ☐ Continental Dishes
- ☐ Spicy Food
- ☐ Italian Food
- ☐ Thai Dishes
- ☐ Chinese Cuisine
- ☐ Others

FOR SAMPLE USE ONLY

Section 2

	Statement	Strongly Disagree 1	Disagree 2	Neutral 3	Agree 4	Strongly Agree 5
1.	Personal Attitude (Yusuf <i>et al.</i> 2016)					
1.1	Digesting Halal meat is easier and it is my personal choice to buy it					
1.2	People of the country have grown a liking towards the product as it is new in the market.					
1.3	Maintenance of hygiene and quality increases choice of customers towards the product					
1.4	Unethical way of processing Halal meat has resulted in decrease of customers of the brand					
1.5	Customers develop positive Personal Attitude towards Halal meat due to					

	the nutritious value of the product.					
2.	Brand Trust among the Consumers (Bin <i>et al.</i> 2018)					
2.1	Brand Loyalty is more among Millennial and thus the marketing strategies are formed to attract them					
2.2	Advertisements of the products are set mainly focusing on the advantages of the products					
2.3	Muslim People choose products that are permitted by their religion and develop Brand Trust over Halal Meat					
2.4	I have doubt regarding the hygiene that is maintained by them and this fact is forcing me to avoid Halal meat					
2.5	Buying Halal meat increases my social status and thus I prefer the brand over non-halal brands					
3.	Customer Loyalty over Halal Organisations (Yener, 2015)					
3.1	I prefer buying non- halal meat as my					

	family faced health issues after having halal meat					
3.2	I buy both Halal and Non-Halal meat but my family prefer non- halal meat so I buy it more					
3.3	Increase in competitors in the market decreases loyalty of customers as they try to buy products at cheaper rates					
3.4	Consumers of Muslim Religion are instructed by their Religion to consume Halal Meat and thus they remain loyal to Halal Organisations					
3.5	Negative effects of advertisements on the society reduces customer loyalty over the particular brand					
4.	Habit and customers' purchase intention. (Mumuni <i>et al.</i> 2018)					
4.1	I prefer having other types of food that contains less amount of cholesterol and have high nutritional value					

4.2	Customer's tend to buy products that are sold more without much assumption about its quality					
4.3	Halal meat is restricted for me as per the decisions of my physician due to increased amounts of cholesterol present in it					
4.4	Halal meat is preferred by Muslim people mainly because they are instructed to consume it by the laws of their religion					
4.5	I like to buy Halal meat as it is delicious and I do not have any religious boundary to buy or eat Halal meat					
5.	Customer's Purchase Intentions (Lee <i>et al.</i> 2016)					
5.1	Cost of the meat is affordable for the people of Malaysia.					
5.2	Quality of the meat is high and thus the people are able to gain nutrition					

	out of it.					
5.3	Advertisements of products by the concerned organisations are done in a proper manner, however have scopes of improvement.					
5.4	Halal meat has become popular among the people of Malaysia after implementation of <i>Shariah Law</i> .					
5.5	Maintenance of Hygiene by the organisations selling the food products is high and thus the quality of the product is maintained at all times.					