

PEOPLE'S PERCEPTION AND ACCEPTANCE TOWARDS HALAL PRODUCTS

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***Abstract---**According to Malaysia, halal can be defined as permissible or lawful. There are challenges facing by Muslim communities to determine whether the food or water that they consumed is following the concepts of halal. There are many factors that influence the customer's intentions towards purchase, where in this study some variables have been determined to evaluate the impact and influences. While collecting variables, perceived behavior control, trust and knowledge are the elected variables that influence the intentions to purchase. To interpret the findings of such variables, different methodologies have been adopted, where regression and correlation are the major method via which relationship and effects are to be analyzed. This study enumerated some significance towards influence and relationship, where to some extent these variables do influence the purchasing intentions while they are interrelated with each other.*

***Keywords---**Malaysia, Permissible, Lawful, Communities, Intentions, Behavior, Halal.*

I. Introduction

This chapter mainly focusing on discussion on the background of the study, problem statement, scope of study, research question, research objectives, significance of the study and organization of the study. Islam has introduced the concepts of halal which includes hygiene, procedures, preparation, slaughtering, display and sanitation. Today, halal has become a vital concern among the customers, especially Muslim communities as well as non-Muslim communities. According to Malaysiahahalal.com, halal can be defined as permissible or lawful. Arabic phrase identifies halal as allowed or permitted by Islamic law (Majid, Sabir, & Ashraf, 2015). Islamic Law or the 'shariah' refers to practicing of the four main madzhab or school of thoughts, which are Syafi'e, Maliki, Hanbali and Hanafie. As in Malaysia, Muslims are following the Syafi'e school of thought, which is decreed by the ruler of Malaysia and enforced in states of the country by the royal decree of each Royal Head of state.

These explanations define the term halal in precise context:in preparation, processing or storage stage, does not come in contact with or in stored near any kind of food that does not meet the requirement or any substance that are considered impure by Islamic law,in preparation, processing or storage stage meet the high level of hygiene that are considered impure by Islamic law

People's life foundations are built based on shaping beliefs and through religious commitment which plays important role in building knowledge and attitude. (Font-i-Furnols & Guerrero, 2014). Different religious groups, such as Muslim, Christian, Buddhist, are practicing different beliefs and upholding different values. These beliefs cannot be avoided when

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society is analyzed (Mutsikiwa & Basera, 2012; Nguyen et al., 2019; Nikhashemi et al., 2013; Pathiratne et al., 2018; Seneviratne et al., 2019; Tarofder et al., 2019) and religious commitment as well as beliefs influence the feeling and attitudes of people towards consumption. Halal is not just purely a religious issue but also has its influence in the realm of business and trade, and has become a global symbol for quality, assurance, lifestyle, services and also finance. The concept of halal was a simple issue but as nations developed and there are growing demands from Muslim population, this concept has thus become essential. It is the guidelines which ensure that farm produces and food products are hygienic in status. Indeed, the relation to the halal certification refers to procedures of preparation, slaughtering, ingredients used, cleaning, handling and processing.

Malaysia is a Muslim country and significant as a place of halal hub. Muslim customers of halal food, which also the majority of population in Malaysia, has been showing a higher understanding of halal concept. Malaysian population of Muslim as at 2000 increased from 10,257,341 or 58.62% to 14,049,379 or 60.36%, which indicates Muslim as one of the fastest growing religions in Malaysia both by birth and adoption (Rezai, Mohamed, Shamsudin, & Chiew, 2009). In 2010, the estimate population for Muslim increased to 16,862,268 of total Muslim population and this figure is expected to increase up to 30% by 2025.

Malaysian government has put several ways in promoting of halal hub as the Third Industrial Master Plan (IMP3), 2006-2020 witnesses the effort to make Malaysian as a global halal hub for halal products and services. Several programmes and policies have been developed and planned to support the vision. Indeed, government agencies have been envisaged due to Malaysian capability on lucrative halal market shared by local or international, or both. Supporting the capability of completed infrastructure and transportation accessibility provides Malaysia opportunities and advantages. As global halal hub, there are several factors need to be taken into consideration; The expanding of Muslim population the world which will open more opportunities of halal markets, halal products and services being consumed by various ethnic group irrespective of religion, halal market is considered as a lucrative business and it has created interest from many countries both Muslim and Non-Muslim countries (Hanzaee & Ramezani, 2011).

Malaysia has wider selections of products and services. These products or services are of different types of product or brand either local or international. Lately, there are some local brands appear to be publishes as “Islamic” brands via creative packaging and labelling products (Ismail, Abdullah, Ahmad, & Sidek, 2018). This can be classified as indirect signal to their primary, the Muslim consumer’s on halal status of their products. Eventually, owing to multicultural nature in Malaysia, not all local companies place the “Islamic” feature on their packaging and labeling of the products (Hussain, Rahman, Zaheer, & Saleem, 2016). Based on media reports of Bernama (retrieved 9 February 2010), Chief Executive Officer of the Federation of Malaysia Consumer Association (Fomca) En Mohd Yusof stated that the truth in a number of producers or manufacturers, especially for food related items, are non Muslim which are biggest producers or suppliers of halal food product. It seems that Muslim consumer is always victims of greedy traders and manufacturers who use their own design on halal certification. One of the recent issues as shown in media concern with whether the infamous ‘Mamak’ restaurants operated in many cities and towns in Malaysia are awarded with the authentic certification by Jabatan Kemajuan Islam Malaysia (JAKIM). This issue allows the researcher to examine the consumer’s intention to purchase halal products by using and applying of Theory Planned Behaviour to the study by adding up other factors which are trust and knowledge.

Perceived behavior control is the extent to which a person’s feels able to engage in the behavior (Shabbir, 2010), identify perceived behavior control as individual’s control over performing on behavior. Indeed, this can be concluded as individual’s perceptions of their own ability to perform over insight behavior (Alhazmi, 2013). They identify that trust is one believes in

and is willing to depend on another party (Kawata, Htay, & Salman, 2018). They states that trust is an individual's regards on his/her transactional partners as reliable, honest and confident in them. In addition trust can be identified as reliance on integrity, strength, ability, surety, a person thing and confidence. Theory of Reasoned Action (TRA) is a theory that explains the behavior model that is used to predict customers' behavior. There are only two variables involve in this theory which are attitude and subjective norms.

II. Literature Review

Halal now has become a global phenomenon which extends beyond the issue of religion as it dwells on ensuring quality, hygiene and wholesomeness of products and services. Halal market is complex and diverse which covers Muslim and non-Muslim communities around the world. It includes a wider range of sub sectors to maintain its quality with elements of religious, political and financial dimension. In Islamic practice, halal is essential to protect the source of food or product to be consumed by Muslims and to differentiate practicing between Muslim and non-Muslim. It is inevitable that Muslims become more particular on the type of products and services that they consume and use as they have become more knowledgeable of their religion (Mohayidin & Kamarulzaman, 2014). In 2003, JAKIM issued a new halal logo in response to the fake certification used by business owners in Malaysia. The halal certification displayed previously, which were issued by different state governments, followed the certification issued by South East Asia as the status cannot be identified and more it was uncontrollable. In contrast to that issue, JAKIM had standardized the certification that applied to entire of Malaysian country. According to JAKIM (2010), the halal stamp consist the color of black and white but the certificate holder can pick any color that suitable to their needs and the code printed within the circle indicates the Malaysian state that issue the certification.

In JAKIM on General Guideline on the slaughtering of animal and the preparation and handling of halal food (2001) outlined that the examiner will only confer halal status certification after they fill fully confident and satisfied without any reasonable doubt on every aspect of the examination shall cover all aspect of preparation, slaughtering, processing, handling storage, transportation, cleaning, disinfection, management process, sources. In Theory of Planned Behavior (TPB) consist of three components that explain further intention to behave and thus behave itself, for instant attitude, subjective norm and perceived behavior control. This theory was developed by (Dali et al., 2009) in replacing of Theory of Reasoned Action introduced by (Dali et al., 2009). Under TPB assumption that behavior is determined by ability of individual's in making intention and this attention is determined by attitude and subjective norms. Both of these elements are a function of belief. Extended to that theory, this research will add on another variable which are trust and knowledge in extension to the theory. Thus, this study will explain the factors that influence intention to purchase among consumers. Intention can be defined as a person's location on a subjective probability dimension involving between himself and some action (Dali et al., 2009). According to (Omar, Mat, Imhemed, & Ali, 2012), intention is recognize as the motivation for individual engage in certain behavior. Furthermore, the intermediate variable is behavior of the individual's intention to perform or not that particular behavior. According to (Omar et al., 2012), behavioral is defined as the individual's subjective probability that he or she will engage in that behavior (Rahman, Mohamed, Rezai, Shamsudin, & Sharifuddin, 2014). They explained subjective norm refers to the person's perception of the social pressure for or against performing the behavior in question. This mean that the subjective norm is a factors that reflect in individual's perception that people around them who are very close do advise to him think he should or should not to perform the behavior. Refers to TPB, subjective norm is a function of beliefs which are called normative beliefs. Subjective norm is one's perception of whether people important to the individual think the behavior

should be perform. According to American Heritage dictionary (2010), knowledge is the fact or condition of knowing something with familiarity gained through experience or association and another view is the sum of what is known and resides in the intelligence and the competence of people. This study covers the knowledge of consumer towards halal products. More specifically, knowledge will be tested whether it is one of predictors that will influence intention to purchase halal products among consumers. According to (Aisyah, 2016), has pointed out that knowledge is one of the key ingredients that influence halal purchase intention and this study will explore whether the consumers know every product that is prohibited to be eaten or used by a Muslim., also know that certain products received their halal logo from other country (Kordnaeij, Askaripoor, & Bakhshizadeh, 2013).

They found that subjective norm has significant influence driver of intention to purchase halal product. In Malaysia, subjective norm plays an important role as people have close relationship with their family, friends and colleague which are a strong referral point. Perceived behavior control refers to the degree of control that an individual perceives over performing the behavior (Ali, Ahmed, & Singh). According to (Aziz & Chok, 2013), perceived behavior control is the extent to which a person tends to feels able to engage in the behavior. Therefore, it is assumed that behavioral intention to buy a particular product is higher when consumers perceived more over buying these product as finding show that perceived behaviour control still a significant predictor that influence intention (Haque, Anwar, Tarofder, Ahmad, & Sharif, 2018). The study also confirms that perceived behavior control has positive relationship which means that the greater impact of control in explaining variability in behavior is not unusual. According to (Johan, Dali, Suki, & Hafit, 2017) stated that subjective norm can influence user's behavioral intention. They also believe that customer of digital library may seek academic resources in an academic library because other think the same social network use it. This also applies to intention to purchase as other peoples might influence other to practice of its social values. This study will be benefited corporate businesses, marketers, intermediaries and manufacturer in Malaysia with deeper investigation from inner sight view of customer perception and intention that will lead to building customers' confidence in making intention to purchase. The different marketing approach is needed to ensure the approach technique in stimulating the halal food compare to other food products (Johan et al., 2017). Thus, the finding of this study will be suggested in positive attitude towards consuming of halal food as it has significant contribution for many business owners in increasing customers' purchase intention. The sampling frame was designed for 35 no's of Halal product customers from the random sampling. Pilot and primary data collection were (Montesinos, Pérez, Fuentes, Luna-Espinoza, & Cuevas, 2016), where thirty (30) set of questionnaires were distributed to a few customers during the pilot testing stage in order to ensure that all the items were rightly measured and the respondents have understood the questions. The suggestions received were then incorporated back into the questionnaire to enrich the clarity and validity of the items as well as the issues of concerns pertaining to the study were properly address (Rachbini, 2018). They mentioned that "the methods of statistics depend crucially on how data are gathered, and statistical inferences about a population are only as good as the sampling procedures" (Potluri, Ansari, Khan, & Dasaraju, 2017). "A sample is a finite part of a statistical population whose properties are studied to gain information about the whole". In addition, when it comes in dealing with people, sample can be emphasized as a set of respondents (people) that are selected from a larger population for survey purposes. Knowledge is another factor that influences people to buy halal product. Knowledge in Islamic principles and concepts are major mechanism that assisting their belief and intention to purchase halal products. Malaysia Higher Education statistics show that in 2009 total students' graduation are 1,050,726 people around Malaysia from diploma until PhD. This indicates that the growths of knowledgeable people in Malaysia are increasing every year (Zailani, Omar, & Kopong, 2011). They indicate that a preliminary study has pointed out that knowledge as key ingredient to influence in intention to purchase.

This statement was proven with the results in this research on people acceptance are significant in intention and believe in Islamic medicine. Place or location is part of geographical strategy. Many developers have failed in determining location strategy which eventually leads them to failure. In order to have good placement of products, considerations of the cost effectiveness in products accessibility, prospect customers' location and competitors' structure efficiency in accessibility of the products must be carefully assessed. Here, the logistics plan has the answer which involves in the implementing; plan and control about the physical flow from the raw material, source of supply, information related and final product reach customers as end users. This element is critical in marketing as it involves getting the right products reach the correct customers, right quantity at the correct place and the right timing. The price will be determined by the current demand and the companies identify the price according to the customer's willingness to pay for every single item. This type of pricing ensure the customers have greater perceived value than others and inelastic of customers demand. Do some investigation on competition pricing in the market and charge the pricing in between the competitors pricing. In this strategy, the companies set their own pricing in line with other competitors in order to gain market competitiveness by offering the price slightly lower than the others. There are many companies that utilize product strategy in improving and building foundations of product brands and differentiations. Brand represents product identity, same as human know each other by name, and they do not recognize others by characteristics. Name carries reputation in it as many people relate the name of the products and the products itself with its reputation. For instance, the brand "Colgate", the name itself automatically as a brand of tooth paste product. Knowledge toward intention to purchase is also hypothesized to examine the relationship among them and how strong are their influences. Knowledge has been pointed out by (Khalek, Ismail, & Ibrahim, 2017) as the key ingredient to influence purchasing intention.

In addition, (Maiyaki & Ayuba, 2015) in their study on attitude and intention to finish consumer in buying organic food have found that consumers' intention to buy organic product can be predicted by attitude. From the finding, this can conclude that people who have a positive attitude are more likely to intend to implement it. Meaning that, whether a person actually share experience with other peoples depending on his or her personal, favorable or unfavorable in question. This research revealed that the attitude, subjective norm, perceived behaviour control, trust and knowledge are predictor to influence intention to purchase halal products. Study shows that attitude also can influence people in building confidence in making intention to purchase halal products. According to (Mohayidin & Kamarulzaman, 2014), the usual assumptions towards attitude and intention would be the more favorable a person's attitude toward some object the more he will intend to perform positive behaviour and less he will intend to perform negative behaviour with respect to that object. This implies with the respond made by respondent in the survey that agreed in the positive behaviour towards their belief and intend to purchase in halal products. Most respondents believe the subjective norm influence toward intention to purchase halal product is higher when they believe that people who are close with them especially family members, friends and colleague are predictor in intention to purchase halal product. The finding is consistent with (Kordnaej et al., 2013) study that subjective norm was positively related to intention to purchase. In this research, only six elements of independents variable were investigated for that matter, the researcher feels that there are still other elements that can be added into the variables to improve future research. The sample size and physical coverage, to some extent, has influenced the quality of the research findings and its generalized ability. Due to time constraint and some other limitations, the coverage of this research was a small sample size of 150 respondents and Kuala Lumpur city. Therefore, the finding may not be so accurate and less representative. In order to improve this, the scope of physical coverage be widened and aspect of representation should be taken into consideration if the findings are to be generalized to the whole population.

Following are the hypothesis of this study,

H1: There is significant relationship between perceived behavior control and intention to purchase.

H2: There is significant relationship between trust and intention to purchase.

H3: There is significant relationship between Knowledge and intention to purchase.

Theoretical Framework

The researcher will investigate whether the five (5) factors namely, attitude, subjective norm, perceive behavior control, trust and knowledge has influence ability to make them intention to purchase halal products. This study will perform investigation and run on correlation between independent variable and dependent variable. Below is theoretical framework that has been developed:-

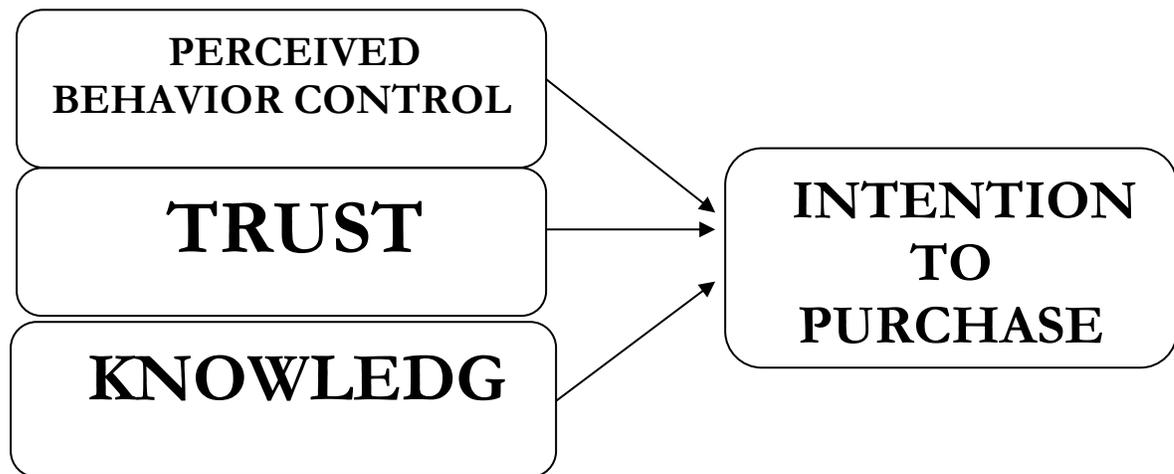


Figure 1: Theoretical Framework of the Research

The discussions include the scientific approach, research design, sampling and sampling procedures, target population and sample size, research instruments and analysis procedure. The first collection of data is measured, second section is about population and sample and finally third section explains the data analysis technique. In this particular research, cross-sectional survey will be conducted. The data recorded from survey were tested using statistical techniques such as frequencies distribution, t-test, one way ANOVA, correlation and multiple regression analysis. Cross-sectional surveys are studies aimed at determining the frequency (or level) of a particular attribute, in a defined population at a particular point in time. For instance, we can carry out cross-sectional surveys to estimate customer’s preferences when purchasing in a given population at the time of the survey.

III. Analysis and Findings

This chapter emphasis the findings in details on result generated from the study. Data are processed by SPSS software in version 17.0 and presented in the tables. Data were analyzed by using several methods. A set of 180 questionnaires were distributed to the respondents, whom were public and private sector employees in Kuala Lumpur. But only 150 respondents have been answered the questionnaires. All the questionnaires were usable for data analysis.

Table 1: Response Rate

	Total	Percentage (%)
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Questionnaires distributed	180	100.00
Collected questionnaires	150	83.33
Uncollected questionnaires	30	16.67

CORRELATION ANALYSIS

Pearson Product Moment Correlation is used to determine the level of correlation between independent variable and dependent variable.

Table 2: Pearson's Correlation Scale

Pearson r	Indication
Between (-)(+) 0.80 to (-)(+) 1.00	High correlation
Between (-)(+) 0.60 to (-)(+) 0.79	Moderate High correlation
Between (-)(+) 0.40 to (-)(+) 0.59	Moderately correlation
Between (-)(+) 0.20 to (-)(+) 0.39	Low correlation
Between (-)(+) 0.01 to (-)(+) 0.19	Negligible correlation

Correlation coefficient (r) is computed to investigating the strength of association among the variable. The level of significance is set at .05 or less.

Table 3: Correlation between Perceived Behavior Control and Intention to Purchase.

Correlations

			Perceived Behaviour Ctrl	Intention to Purchase
Perceived Behaviour Ctrl	Pearson Correlation		1	.971**
		Sig. (2-tailed)		.000
		N	150	150

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

The results reveal that there is positive correlation between these two dimensions but the results of the p value is smaller than significant value, (p = 0.000 which is < 0.05). There is higher correlation between these two dimension as correlation coefficient is at (f=0.971).

Table 4: Correlation between Trust and Intention to Purchase.

Correlations

		Intention to Purchase	Trust
Trust	Pearson Correlation	.927**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

The results stated that there is significant value between these two dimensions as the p value smaller than significant value, (p=0.000 which < 0.05). Furthermore there is high correlation between these two dimensions as correlation coefficient is at (0.927).

Table 5: Correlation between Knowledge and Intention to Purchase.

Correlations

		Intention to Purchase	Knowledge
Knowledge	Pearson Correlation	.947**	1
	Sig. (2-tailed)	.000	
	N	150	150

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

There is a positive correlation between knowledge and intention to purchase with significant value of 0.000 which is <0.05. There is high correlation between these two dimensions as correlation coefficient is at (0.947).

Regression Analysis

The model summary shows that R correlation of five independent variables with dependent variable intention to purchase is equal to 0.993. After inter-correlation R square is generated actually the square of R (0.986)². This means that 98.6 percent of five independent variables have impact on the dependent variable. In other word, 98.6 percent of variance in intention to purchase was explained by the independent variables. Based on rule of thumbs, there is only 1.4% remaining percent of explaining on regression analysis.

Table 6: Regression Analysis on Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.993 ^a	.986	.788	.01337

a. Predictors: (Constant), Perceived Behavior Control, Trust and Knowledge

b. Dependent variable: Intention to Purchase

The ANOVA shows that the F value of 98.031 is significant at the 0.000 level. This result reflects that 98.6 percent of the variance impact in intention to purchase has been significantly illustrated by the five independent variables.

Table 7: Regression Analysis of ANOVA test

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.015	7	1.574	98.031	.000 ^a
	Residual	2.806	157	.018		
	Total	13.822	164			

Predictors: (Constant), perceived behaviour control, trust, knowledge

Dependent Variable: Intention to purchase

This research revealed that the perceived behaviour control, trust and knowledge are predictor to influence intention to purchase halal products. Study shows that attitude also can influence people in building confidence in making intention to purchase halal products.

IV. Conclusion

It is concluded that, there are many factors that influence on the consumer purchase, while it is difficult to mention all variables and which can be a better opportunity further for future research. Using these implications in the construction of a theoretical and analytical framework, the researcher attempted to investigate consumer's perception towards intention to purchase and examine whether these attitudes vary in relation to the consumers personal characteristics such as the gender, age, race, religion, level of education, income of the respondent and sector of respondents. The result reveals that of the elected variables; only some have significant relationship due to acceptance and intention to purchase of halal products. This implies with the respond made by respondent in the survey that agreed in the positive behaviour towards their belief and intend to purchase in halal products. There are few limitations related to this research. The researcher needs to complement it with other method including interviews and focus group discussions in order to get a better insight of response. By doing this, the credibility of the findings and discussions are more effective and can be enhanced. First, this study only covered area of Kuala Lumpur which is tentatively too small to represent the whole population. The sample size and physical coverage, to some extent, has influenced the quality of the research findings and its generalized ability. Due to time constraint and some other limitations, the coverage of this research was a small sample size of 150 respondents and Kuala Lumpur city. This study will be benefited corporate businesses, marketers, intermediaries and manufacturer in Malaysia with deeper investigation from inner sight view of customer perception and intention that will lead to building customers' confidence in making intention to purchase. This research revealed that the attitude, subjective norm, perceived behaviour control, trust and knowledge are predictor to influence intention to purchase halal products. Study shows that attitude also can influence people in building confidence in making intention to purchase halal products. Therefore, the finding may not be so accurate and less representative. In order to improve this, the scope of physical coverage be widened and aspect of representation should be taken into consideration if the findings are to be generalized to the whole population.

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