FACTORS INFLUENCE NON-MUSLIM INTENTION TO PURCHASE HALAL FOOD PRODUCTS

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2015140467

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

FACULTY OF BUSINESS & MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

JANUARY 2018
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Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business Administration with Honours (Marketing)

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DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS & MARKETING

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“DECLARATION OF ORIGINAL WORK”

I, HUSNA IZZATI BINTI NAEZAM, (I/C Number: 950408-07-5372)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.

- This project-paper is the result of my independent work and investigation, except where otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:                                      Date: January 2018
LETTER OF SUBMISSION

JANUARY 2018

Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business & Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 662)

With reference to the above matter, I am student of BBA (HONS) Marketing would like to hand in my project entitled “FACTORS INFLUENCE NON-MUSLIM INTENTION TO PURCHASE HALAL FOOD PRODUCTS” to fulfill the requirement as needed by the Faculty of Business & Management, Universiti Teknologi Mara.

Thank you

Yours Sincerely,

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(Husna Izzati Binti Naezam)
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Bachelor of Business Administration (HONS) Marketing
ABSTRACT

The purpose of this study is to identify the factors influence intention to purchase Halal food products among non-Muslim in Melaka Tengah. The research is based on 150 respondents and used convenience sampling as a technique. The results show that attitude, subjective norm and perceived behavioral control have influence on intention to purchase Halal food products among non-Muslim in Melaka Tengah. In addition, attitude and subjective also give impact on intention to purchase Halal food products among non-Muslim in Melaka Tengah. The most influential factor is perceived behavioral control on intention to purchase Halal food products.

Key words: Intention to purchase Halal food products, attitude, subjective norms and perceived behavioral control