



**FACTORS THAT INFLUENCE MUSLIMS PURCHASE INTENTION ON HALAL
BAKERY PRODUCTS**

SITI AISHAH BINTI HILMI

2015180603

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA (UiTM)

KAMPUS BANDARAYA MELAKA

JANUARY 2018

FACTORS THAT INFLUENCE MUSLIMS PURCHASE INTENTION ON HALAL
BAKERY PRODUCTS

SITI AISHAH BINTI HILMI

2015180603

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

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
KAMPUS BANDARAYA MELAKA

JANUARY 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA,
“DECLARATION OF ORIGINAL WORK”

I, SITI AISHAH BINTI HILMI _____, (I/C Number : 950613-10-5008)

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: _____

LETTER OF SUBMISSION

JANUARY 2018

Program Coordinator,
Bachelor of Business Administration (Hons.) Marketing,
Universiti Teknologi MARA,
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
75300, Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**Factors That Influence Muslims Purchase Intention on Halal Bakery Products**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank you,

Yours sincerely,

.....

(SITI AISHAH BINTI HILMI)

2015180603

Bachelor of Business Administration (Hons.) Marketing

ABSTRACT

Bakery products have gained popularity in Malaysia recently. However Muslim consumers are still concerned of the safety, quality composition and the Halal concept of bakery products. They want to know the origin of the ingredient used and the way it was processed. The bakery ingredient should be tested for permissibility to meet the Halal compliance in order to improve consumer's ability to buy halal food. Thus, this project paper aimed to examine the factors that influence Muslims purchase intention on Halal bakery products. Attitude, subjective norm, perceived behavioural control and knowledge are the factors that influence purchase intention used in this study. This study was conducted among Muslim consumers at Jalan Hang Tuah, Bandaraya Melaka by using convenience sampling. The data were analysed by using Statistical Package for the Social Science (SPSS) version 20 in order to obtain the results. Data were collected from 120 respondents through structured questionnaires and Google Forms. The results indicated that attitude, subjective norm, perceived behavioural control and knowledge has positive relationship with purchase intention. The results also showed that perceived behavioural control has the greatest impact on purchase intention. Based on these results, several recommendations have been made for JAKIM, Muslims entrepreneurs and future researchers to improve Halal bakery shops and products.