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THE ACCEPTANCE TOWARDS SUNNAH FOOD AMONG MALAYSIAN COMMUNITY

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ABSTRACT

The research examined the study of Theory of Planned Behaviour and perceptions towards the Sunnah food among Malaysian community. The minimum amount of survey within sample size was determined through Raosoft Calculator software by using purposive sampling method. Descriptive quantitative research was conducted through survey using questionnaire form from Google Docs, involving 300 respondents from Malaysia. The collected data were analysed by using SPSS version 20. The independent variable, which is Theory of Planned Behaviour involved 4 elements which is (1) Attitude, (2) Subjective Norms, (3) Perceived Behavioural Control (PBC) and (4) Knowledge. While the dependent variable studied of the Malaysian community acceptance towards Sunnah food. The suitable research theory implemented throughout the study is Theory of Planned Behaviour, which is chosen to observe the relationship among the components of TPB with the behaviour of consumer by taking into consideration the Sunnah advantages. Theory of planned behaviour were collected from various social media literatures that included both books and article journals (Rozilah Hamdan, 2013).

The hypothesis testing gained by using Multiple Linear regression shows that there are two different reading which formed different results. The first results is based on Beta value which shows the most significant relationship between the independent towards the dependent variables. Thus the result indicated Knowledge ($\beta = 0.422$) is the strongest relationship towards dependent variables (acceptance). However, based on significant value in Coefficient Multiple Linear Regressions Analysis, the null hypothesis of Attitude (0.000), Subjective Norms (0.001), Perceived Behavioural Control (0.289) and Knowledge (0.000) is being accepted with significant value below than $p=0.10$. While when R-value indicates multiple R, which is the correlation of all the independent variables against dependent variable, which is 0.898. and the R2 which is 0.806 explain the amount of variance in the dependent variables by all the dependent variable.

Keywords : Sunnah food, acceptance, theory of planned behaviour

1. INTRODUCTION

Food is one of the needs of human in order to stay alive. Due to that, it is important to select suitable food as to ensure the body to receive nutrients, vitamins and avoid negative effects of eating. This is because, the recent phenomena of food such as fast food causes disease to the consumer and encourage them to consume healthier food. The food industry produced healthier products which also known as functional food with the helps from revolution in nutrition technology. Functional food which provide extra health advantages that can reduce disease risk or promote optimal health (Rozilah Hamdan, 2013).

In addition, Allah SWT has provided guidelines for Muslims to eat in moderate quantities so that nutrients can be easily digested in a short time to maintain their health and prevent obesity, which will also lead to various types of chronic diseases. This shows the beauty of Islam and the features of Islamic medical laws that emphasize prevention rather than cure.

For this reason, Muslims should discover the benefits of food and drink for human health to prove the miracle of the Sunnah-backed Qur'an. In both verses of (al-Baqarah, 2:219, al-An'am, 6:99 and an-Nahl, 16:66), it is inclined to demand that Muslims understand the 'Sign' or the benefits of the fruits and drinks. Together with the lack of awareness among Muslims about the benefits of halal food and drink source, there are demands for studying Quran- and sunnah-based foods and drinks (NurFauzan Salim, 2014).

2. LITERATURE REVIEW

For this research, the terms used are Theory of Planned Behaviour Model. This theory was chosen in the development of conceptual framework of this study as to observe the relationship among the components of TPB with the behaviour of consumer by taking into consideration the Sunnah advantages (Rozilah Hamdan, 2013).

Attitude : Yuhanis and Chok (2012) said that attitude is a main factor in determining individual behavior in different operations. The factor of attitude relates to a person's assessment point on a product (Rozilah Hamdan, 2013). Before choice, as customers must perform evaluations, it is discovered that there are two primary elements that affect the attitude of price and understanding. According to Lichtenstein, Ridgway & Niemeyer (1993), some prior studies show that price perception among customers not only affects the amount but is more complicated. Some customers, for instance, view the price level as an indicator of the level of product quality.

Subjective Norms : the subjective norms referring to the influential pressure from the environment towards an individual's behavior. The surrounding impact is triggered by people or organizations close to a individual like family, colleagues, neighbors, and community. Ravis and Sheeran (2003) and Ham, Jeger, and Ivković (2015) explain that present practices (known as descriptive standards) and perceptions (known as social standards) of environmental communities can put pressure on a individual to conduct them as well Rozilah Hamdan (2013).

Perceived Behavioral Control : Its depends on individual on how they accept and receive the surrounding vibes from affecting them. According to Abdul Latiff Abdullah et al (2005), Islamic worldview represents the views of Muslims and the paradigm of tauhid. explain a worldview as our personal vision on how we perceive and evaluate the world and its contents. Hence, the tawhidic worldview is not confined to the reality of this world only, but embraces both the world and hereafter.

Knowledges : The core is an significant component that links a person's physical and spiritual aspects, according to distinguished Muslim scholar Al-Ghazali (2004). When its come to selecting the correct food, a individual must pay unique attention as it can significantly impact the heart and even the soul. A Western scientist, Green (1979), who thinks that the core becomes the main component in shaping one's identity, also supports this reality. One of Prophet Muhammad's many doctrines is a Sunnah diet that significantly enhances our health and general lives. The Sunna diet comprises of the Prophet's suggested food such as honey, dates, habbatussauda (black seeds), milk, melons, etc. (Siti Yahya, 2013).

3. RESEARCH METHODOLOGY

This study employed the quantitative study approach to identify the acceptance towards Sunnah food among Malaysian community (Ridzuan, Ridzuan and Ridzuan, 2018). For sampling, by referring to Raosoft Calculator Software, 32 million populations in Malaysia can be equal to 271 sample of respondents with 90% confidence (The Research Advisors, 2006). The study involving 300 respondents, selected through a multistage sampling techniques which are cluster sampling and purposive sampling. A cross sectional survey and structured questionnaire were used for data collection. The data were keyed in and analysed by SPSS (Abdul Rauf Ridzuan et al., 2015.)

4. FINDINGS

Multiple Linear Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898 _a	.806	.804	.40536

a. Predictors: (Constant), Knowledge, Subjective_Norms, Attitude, PBC
b. Dependent Variable : Acceptance

Table 1 : Model Summary For Multiple Linear Regression Analysis

Model Summary (Table 1) put the summary of the multiple regression models when all the 4 independent variables influence dependent variable, acceptance.

There are four independent variables correlate to dependent variable in varying degree, but they might also inter-correlate among themselves too. Later when these variables are regressed jointly against the dependent variable, R-value indicates multiple R, which is the correlation of all the independent variables against dependent variable, which is 0.898. The value of R² that is 0.806 explains the amount of variance in the dependent variable by all the dependent variables.

Hence, 80.6% of variance in dependent variable is explained by independent variables (attitude, subjective norms, perceived behavioural control, knowledge). Thus, it can be concluded that another 19.4% explained by the other factors which are not covered in this study.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
• (Constant)	-.075	.094		-.794	.428
• Attitude	.324	.066	.290	4.888	.000
• Subjective Norms	.143	.044	.151	3.259	.001
• Perceived Behavioural Control	.086	.081	.084	1.062	.289
• Knowledge	.459	.091	.422	5.022	.000

a. Dependent Variable: Acceptance

Table 2 : Coefficient For Multiple Regression Analysis

The coefficient table above shows Beta value for all the independent variables (attitudes, subjective norms, perceived behavioural control, knowledge) when they are regressed jointly against dependent variable (acceptance). Based on the standardized coefficients reading, the Beta values for all independent show positive relationship towards the dependent variables.

- **H₁ There is a relationship between Theory of Planned Behaviour (Attitude) and acceptance towards Sunnah food among Malaysia's community.**

Factor 1 is regarding Attitude which indicated Beta value of positive relationship ($\beta=0.290$) with the significant level ($p=0.000$). Thus, the null hypothesis is accepted and accepts the new alternate hypothesis. Yuhanis & Chock (2012), stated that attitude is the key factor in determining the behaviour of individuals in various activities, thus refers to the evaluation level of a person on a conduct.

- **H₂ There is a relationship between Theory of Planned Behaviour (Subjective Norms) and acceptance towards Sunnah food among Malaysia's community.**

Factor 2 is regarding Subjective Norms which indicated Beta value of positive relationship ($\beta=0.151$) with the significant level ($p=0.001$). Thus, the null hypothesis is accepted and accepts the new alternate hypothesis. Ham, Jeger and Ivkovic (2015) explicate that the current practice (known as descriptive norms) and perception (known as social norms) from the groups in the environment are able to give pressure to a person to also conduct it.

- **H₃ There is a relationship between Theory of Planned Behaviour (Perceived Behavioural Control -PCB) and acceptance towards Sunnah food among Malaysia's community.**

Factor 3 is regarding Perceived Behavioural Control (PBC) which indicated Beta value of positive relationship ($\beta=0.084$) with the significant level ($p=0.289$). Thus, the null hypothesis is rejected and accepts the new alternate hypothesis. According to Ajzen (2002), the perceived control component of PBC' involves people's beliefs that they have control over the behaviour, the performance or non-performance of the behaviour is up to them which they themselves can make own decision to accept the Sunnah food without any hesitate.

- **H₄ There is a relationship between Theory of Planned Behaviour (Knowledge) and acceptance towards Sunnah food among Malaysia's community.**

Factor 4 is regarding Knowledge which indicated Beta value of positive relationship ($\beta=0.422$) with the significant level ($p=0.000$). Thus, the null hypothesis is accepted and accepts the new alternate hypothesis. Knowledge claims are what we know, or we think we know. We don't know how much we know since knowledge means both explicit knowledge and tacit knowledge, which means experience existing in our unconscious zone and manifesting especially as intuition (Dombrowski, 2013) which helps us to accept something that we have information about it, that we believe and confidence with it.

HYPOTHESIS	Sig.	RESULT
H ₁ There is a relationship between Theory of Planned Behaviour (Attitude) and acceptance towards Sunnah food among Malaysia's community.	.000	ACCEPTED
H ₂ There is a relationship between Theory of Planned Behaviour (Subjective Norms) and acceptance towards Sunnah food among Malaysia's community.	.001	ACCEPTED
H ₃ There is a relationship between Theory of Planned Behaviour (Perceived Behavioural Control -PCB) and acceptance towards Sunnah food among Malaysia's community.	.289	REJECTED
H ₄ There is a relationship between Theory of Planned Behaviour (Knowledge) and acceptance towards Sunnah food among Malaysia's community.	.000	ACCEPTED

Table 3 : Hypothesis Testing – Multiple Linear Regression Analysis

5. CONCLUSION

To summarize the study, there are four main independent variables, which is (1) Attitude, (2) Subjective Norms, (3) Perceived Behavioral Control and (4) Knowledge towards the dependent variables of Acceptance Towards Sunnah Food Among Malaysian Community.

Based on Multiple Linear Regression method, there were two indicated result based on the coefficient analysis. The first reading indicated the Beta (β) values which represent the significant relations directly from the independent towards dependent variables. The Beta (β) values shown, Knowledge ($\beta=4.22$) was the strongest significant relations towards the dependent variable Theory Of Planned Behavior which influenced the acceptance of Sunnah food among Malaysian community. This is because, the knowledge had by someone regarding something will increase their believes and will convince them to accept it in their live. Same goes to Sunnah food, where when people began to have knowledge on its benefits towards their health, they will be accepting and practicing it in their daily life.

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